



NEHRU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

(Affiliated to Bharathiar University Reaccredited with "A+" Grade by NAAC,
ISO 9001:2015 (QMS) Certified, Recognized by UGC with 2(f) & 12(B),
Under Star College Scheme by DBT, Govt. of India)

Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu, India.
E-mail: nasoffice@nehrucolleges.com. Web Site: www.nehrucolleges.net.



VISUAL COMMUNICATION

B.Sc. Visual Communication (Electronic Media)

Mission Statement of the Department

- To install more value of life in the minds of youth.
- To mould the character and creativity of future generations.
- To develop production skills through practical knowledge among the students.

PROGRAM EDUCATIONAL OBJECTIVES

After 2 years of the programme , the graduates are expected to attain

PEO1	Work towards achieving creative and socio-economic through application of relevant knowledge
PEO2	Develop entrepreneurial skills, by binding core competencies and equanimity by values and ethics.
PEO3	Engage in self-directed continuous learning, at global perspective which will promote professional and personal growth



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PROGRAMME OUTCOMES

On successful completion of the programme, the graduates will have

PO1	Work independently in professional and ethical manner, in electronic media and producing scholarly outcomes.
PO2	Be exploratory and experimental in the development of their creative and designing skills.
PO3	Creatively using appropriate visual tools to communicate professionally in a timely manner to a well defined audience.
PO4	Able to identify Public Relation tools and explain major Communication theories and apply them to day to day life.
PO5	Recognize and apply aesthetic principles of design and balance in the relevant field of work respectively.
PO6	Take individual and team responsibility for working on a creative environment
PO7	Think decisively, follow novelty and developments in the field of film and media
PO8	Understand different aspects of all kinds of media and develop interdisciplinary loom in thinking and practice.
PO9	Employ necessary skills on art for the betterment and improvement of self and the society.
PO10	To Show a practical and technical command on methods in one or more media of the visual arts.



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PROGRAMME SPECIFIC OUTCOMES (PSOs)

After the successful completion of the programme, the students are expected to

PSO1	On successful completion of the Programme, the students will be skilled in Communicating through electronic media.
PSO2	They will be acquainted with the latest trends in new media and thereby innovate new ideas and solutions to existing problems.
PSO3	They can apply critical frameworks to analyze the media content.
PSO4	They will be familiar with the conventions of diverse genres including film making techniques, Audiography, Videography, and Graphic Designing.
PSO5	Create innovative ideas and utilize in media and film industry



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 Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.



Scheme of Examination

Programme Name: B.Sc. Visual Communication (Electronic media)

Programme Code: UVC

(Applicable to the students admitted during the year 2023-2024 onwards)

Semester	Part	Course Code	Name of the course	Instruction hours / week	Duration of Examination	Examination Marks			Credits	
						CIA	ESE	Total		
I	I	23U1TAM101/ 23U1HIN101 / 23U1MAL101/ 23U1FRN101	Elanthamizh Rachnathmak Hindi Kadhayum Samskaravum Le Français Fondamental - I	4	3	20	55	75	3	
	II	23U2ENG101	Professional English I	4	3	20	55	75	3	
	III		23U3VCC101	Core Paper I - Introduction to Communication	5	3	25	75	100	4
			23U3VCC102	Core Paper II- Evolution of Media	5	3	25	75	100	4
			23U3VCP103	Core Paper III - Fine Arts Production Practical	5	3	40	60	100	4
			23U3VCA101	Allied Paper I – Fundamentals of Multimedia	4	3	25	75	100	4
	IV		23U4ENV101	*@ Ability Enhancement Compulsory Course Environmental Studies	2	3	50	-	50	2
			23U4HVY201	@ Value Education : Human Values and Yoga Practice	1	-	-	-	-	-
				30	-	-	-	600	24	
II	I	23U1TAM202/ 23U1HIN202/ 23U1MAL202/ 23U1FRN202	Pynthamizh Sanchar Hindi Novelum Bhashaapadanavum Le Français Fondamental - II	4	3	20	55	75	3	
	II	23U2ENG202	Professional English II	4	3	20	55	75	3	
	III		23U3VCC204	Core Paper IV- Fundamentals of Advertising	4	3	25	75	100	4
			23U3VCP205	Core Paper V- Introduction to Acting (Practical)	5	3	40	60	100	4
			23U3VCP206	Core Paper VI- Advertising Practical	5	3	40	60	100	4
			23U3VCA202	Allied Paper II – Creative Writing for Media	5	3	25	75	100	4
	IV		23U4HRC202	*@ Ability Enhancement Compulsory Course Human Rights and Constitution of India	2	3	50	-	50	2
			23U4HVY201	@ Value Education : Human Values and Yoga Practice	1	2	50	-	50	2

				30	-	-	-	650	26
III	I	23U1TAM303/ 23U1HIN303 / 23U1MAL303/ 23U1FRN303	Arunthamizh Sahityak Hindi Kavithayum Smarannayum Le Français General - III	4	3	20	55	75	3
	II	23U2ENG303	Communicative English - I	4	3	20	55	75	3
	III	23U3VCC307	Core Paper VII - Audiography	4	3	25	75	100	4
		23U3VCP308	Core Paper VIII - Photography Practical	5	3	40	60	100	4
		23U3VCR303	Allied Paper III – Audio Production Practical	5	3	40	60	100	4
	IV	23U4VCS301	Skill Based Paper I - News Reporting	4	3	20	55	75	3
		22U4NM3BT1 / 22U4NM3AT1/ 22U4NM3CAF/ 22U4NM3GST/ 22U4NM3WRT	# @Basic Tamil-I/ ##Advanced Tamil-I/ * NME: Consumer Affair / Gandhian Thoughts / Gender Sensitization Women’s Rights	2	2	50		50	2
		SBOEC	Skill Based Open Elective Course – Extra Departmental Course	2	3	-	50	50	2
		23U4VCALC	Skill Enhancement- Add on Course – Institute Industry Linkage	-	-	-	-	-	-
				30				650	26
IV	I	23U1TAM404/ 23U1HIN404 / 23U1MAL404/ 23U1FRN404/	Muthamizh Prayogik Hindi Drisykala Sahithyam Le Français General - IV	4	3	20	55	75	3
	II	23U2ENG404	Communicative English-II	4	3	20	55	75	3
	III	23U3VCC409	Core Paper IX- Elements of Film and Video Production	5	3	25	75	100	3
		23U3VCP410	Core Paper X – Video Editing Practical	5	3	40	60	100	4
		23U3VCR404	Allied Paper IV - Television Production Practical	5	3	40	60	100	4
	IV	23U4VCS402	Skill Based Paper II- Media Management	3	3	20	55	75	3
		22U4NM4BT2 / 22U4NM4AT2/ 22U4NM4GEN	# @Basic Tamil-II / ##Advanced Tamil-II / General Awareness	2	2	50		50	2
		VBOE	Value Based Open Elective Courses – Intra School Course	2	3	-	50	50	2
		23U4CDVALC	Skill Enhancement Add on Course – Institute Industry Linkage	-	-	-	-	-	Grade
				30				625	24
V	III	23U3VCC511	Core Paper XI - Media, Culture and society	5	3	25	75	100	4
		23U3VCC512	Core Paper XII - Media Law	5	3	25	75	100	4

			and Ethics							
		23U3VCP513	Core Paper XIII- Video Production Practical	5	3	40	60	100	4	
		23U3VCE501/ 23U3VCE502/ 23U3VCE503	Discipline specific Elective Paper - I	5	3	25	75	100	4	
		23U3VCE504/ 23U3VCE505/ 23U3VCE506	Discipline specific Elective Paper - II	5	3	25	75	100	4	
	IV	23U4VCS503	Skill Based Paper III- Media Research Techniques	5	3	20	55	75	3	
				30				575	23	
VI	III	23U3VCC614	Core Paper XIV - Film Studies	6	3	25	75	100	4	
		23U3VCP615	Core Paper XV –E - Portfolio Practical	6	3	40	60	100	4	
		23U3VCE607/ 23U3VCE608/ 23U3VCE609	Discipline Specific -Elective III	6	3	25	75	100	4	
		23U3VCV616	Film Project and Viva voce	6	-	40	60	100	4	
	IV	23U4VCZ604	Skill Based Paper IV- Graphics and Animation Practical	6	3	30	45	75	3	
	V	22U5EXT601	Extension Activities	-	-	50	-	50	2	
					30				525	21
Total								3600	144	
Additional Credit (Optional)				Semester II-VI			8\$			

Basic Tamil -Students who have not studied Tamil upto 12th standard.

##**Advanced Tamil** – Students who have studied Tamil language upto 12th standard and chosen other languages under part I of the programme but would like to advance their Tamil language skills.

* **NME** – Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment (CIA)

\$ - Not included in Total marks & CGPA Calculation

List of Elective papers (Choose any one of the paper)

Elective	Subject Code		Name of the Subject
Discipline Specific Elective – I	23U3VCE501	A	Comparative Media Studies
	23U3VCE502	B	Script Writing
	23U3VCE503	C	ICT for Development
Discipline Specific Elective – II	23U3VCE504	A	Online Journalism
	23U3VCE505	B	Introduction to Virtual Reality
	23U3VCE506	C	Documentary Production
Discipline Specific Elective - III	23U3VCE607	A	Graphic Designing
	23U3VCE608	B	Campaign Planning
	23U3VCE609	C	Community Media

Extra Departmental Course offered by the Department to other Department Students

S.No.	Subject Code	Name of the Subject
1	22U4VC3ED1	Film Production Practical
2	22U4VC3ED2	Photography Practical

- Students need to opt a Course other than the Course offered by their Department.

Intra School Course offered by the Department to other Department Students (within the School)

S.No.	Subject Code	Name of the Subject
1.	23U4VBOE01	Design Ecosystem
2.	23U4VBOE02	Design Thinking
3.	23U4VBOE03	Disaster Management
4.	23U4VBOE04	Environmental Pollution and Waste Management (EMS)
5.	23U4VBOE05	History of Ancient India
6.	23U4VBOE06	Indian Knowledge System
7.	23U4VBOE07	Principles of Intellectual Property Rights
8.	23U4VBOE08	Science, Society and Culture
9.	23U4VBOE09	Community Engagement
10.	23U4VBOE10	Emotional Intelligence
11.	23U4VBOE11	Fundamentals of Tourism
12.	23U4VBOE12	Health Education
13.	23U4VBOE13	Media and Politics
14.	23U4VBOE14	Positive Psychology and Work Life
15.	23U4VBOE15	Professional Ethics
16.	23U4VBOE16	The Science of Happiness
17.	NCC	

- Students shall opt any course within their Schools.
- NCC – Students who qualify NCC B Certificate Examination need not appear for these open Electives. The Credits shall be transferred.

Self Study Paper offered by Visual Communication Department

S. No.	Semester	Course code	Course Title
1	Semester II to V	23UVCSS01	Desk Top Publishing
2		23UVCSS02	Art Direction

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[Handwritten Date: 9/9/2023]
Chairman
Board of Studies in Visual Communication
Nehru Arts and Science College
Coimbatore

BoS - Chairman
Visual Communication
 Nehru Arts and Science College (Autonomous)
 Thirumalayampalayam, Coimbatore - 641 105.

Course Code	Title		
23U1TAM101	Part - I : Elanthamizh		
Semester : I	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	மொழி இலக்கியத்தின் வாயிலாக அறம் சார் பண்பு மற்றும் ஆளுமைமிக்க மாணவர்களை உருவாக்குதல்.		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல் மற்றும் உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	சங்க இலக்கியங்கள் வாயிலாக சமூகச் சீர்திருத்தச் சிந்தனைகள் பெறப்படும்.	விரிவுரை/ காணொளிப்பட விளக்கம்	ஒப்படைவு
CO 2	அற இலக்கியங்களின் வழி தமிழர்களின் வாழ்வியல் பண்புகளைக் கற்று அறிதல்.	விரிவுரை	குழுத்திட்டம்
CO 3	பெண்ணியக் கவிஞர்களின் படைப்புத்திறனை மாணவர்களுக்கு உணர்த்துதல்	விரிவுரை/ காணொளிப்பட விளக்கம்	கருத்தரங்கு
CO 4	சிறுகதைகளின் வழி சமூக கருத்துகளை மாணவர்களுக்கு அறிவுறுத்தல்	விரிவுரை / குழு விவாதம்	ஒப்படைவு
CO 5	தமிழ் இலக்கிய வரலாற்றுத்திறனை வளர்த்தல்	விரிவுரை/ குழு விவாதம்	கருத்தரங்கு
Offered by	தமிழ்த்துறை		
Course Content : Elanthamizh		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	சங்க இலக்கியம்	1. ஐங்குறுநூறு 2. பதிற்றுப்பத்து 3. பத்துப்பாட்டு - முல்லைப்பாட்டு 4. சிறுபாணாற்றுப்படை	கிள்ளைப்பத்து (281-290) பாடல்கள் இரண்டாம் பத்து (11 -15 ஐந்து பாடல்கள்) முல்லைப்பாட்டு முழுவதும் (1-103 வரிகள்) சேரநாட்டின் வளமை
		Instructional Hours	12
Suggested Learning Methods: நாடக முறையில் கலந்துரையாடல்			
II	அற இலக்கியம் நீதிநூல்கள்	1. அறன் வலியுறுத்தல் 2. புகழ் 3. வாய்மை 4. நாலடியார்-பொருட்பால் 5. நான்மணிக்கடிகை	31- 40 குறட்பாக்கள் 231 - 240 குறட்பாக்கள் 291 - 300 குறட்பாக்கள் 11 ஆவது அதிகாரம் (கூடா நட்பு 1-10) முதல் ஐந்து பாடல்கள்
		Instructional Hours	12
Suggested Learning Methods : கலந்துரையாடல்			
III	பெண்ணியக் கவிதைகள்	1. ஆண்டாள் பிரியதர்ஷினி 2. கவிஞர் இளம்பிறை 3. சுகிர்தராணி 4. அ. வெண்ணிலா	பூச்சிவாழ்க்கை - சுயம் பேசும் கிளி தொட்டிச்செடி அம்மா நீரில் அலையும் முகம்
		Instructional Hours	12
Suggested Learning Methods : புதுக்கவிதை எழுதும் திறன் பெற்றமை			

IV	சிறுகதைகள்	1. குட்டி ரேவதி 2. ஜெயமோகன் 3. ச.தமிழ்ச்செல்வன் 4. வண்ணநிலவன் 5. உமாமகேஸ்வரி	நிறைய அறைகள் உள்ள வீடு யானை டாக்டர் வெயிலோடு போய் எஸ்தர் மரப்பாச்சி										
Instructional Hours			12										
Suggested Learning Methods : சிறுகதை படைக்கும் திறன் பெற்றமை													
V	தமிழ் இலக்கிய வரலாறு	1. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 2. சிறுகதையின் தோற்றமும் வளர்ச்சியும் 3. படிமம், குறியீடு பற்றிய - விளக்கம்	தமிழ் இலக்கிய வரலாறு										
Instructional Hours			12										
Suggested Learning Methods : குழு விவாதம்													
Total Hours			60										
Text Books	இளங்கலை முதலாம் ஆண்டு தமிழ் மாணவர்களுக்குரிய பாடநூல் "இளந்தமிழ்" தொகுப்பு: தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.												
Reference Books	சங்க இலக்கியம்- உரையாசிரியர் ஓளவை துரைசாமிப்பிள்ளை, பதிப்பாசிரியர்கள் இரா.இளங்குமரனார், முனைவர்.பி. தமிழ்மகன் தமிழ் மண் அறக்கட்டளை, சென்னை.17 நிறைய அறைகள் உள்ளவீடு - குட்டிரேவதி எழுத்து பிரசுரம், 11 மாடல் நகர், 10வது வீதி, சென்னை.												
Web. URLs	https://youtu.be/2SMM5LvZYo0												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Project	Total							
4	4	5	2	2	3	20							
Mapping													
PO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	-	H	H	M	H	-	-	-	-	-
CO2	-	-	M	-	H	L	H	H	-	-	-	-	-
CO3	-	-	L	-	M	M	H	H	-	-	-	-	-
CO4	-	-	H	-	H	M	M	L	-	-	-	-	-
CO5	-	-	H	-	H	L	H	H	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S Satheesk Kumar							Dr. A Sridevi						

Course Code			
23U1HIN101		Part : I – Rachnathmak Hindi (रचनात्मकता हिन्दी)	
Semester : I		Credits : 3	CIA : 20 Marks
		ESE : 55 Marks	
(Common to all UG Programmes)			
Course Objective		हिंदी भाषा का अच्छा ज्ञान प्राप्त करने के लिए।	
Course Category		Skill Development	
Development Needs		Regional	
Course Description		Improved accuracy & quality, improved communication	
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	नाटक से रचनात्मकता का विकास होता है। यह हमारे आसपास की दुनिया को समझने में भी मदद करता है।	Lecture / Video Methods	Assignment
CO 2	कहानियां छात्रों की कल्पना और जिज्ञासा को जगाने में मदद करती हैं।	Case studies	Group Project
CO 3	व्याकरण हिंदी भाषा को सही ढंग से बोलने, लिखने और समझने में मदद करता है। विज्ञापन लेखन और कहानी लेखन छात्रों को उनके रचनात्मक लेखन और कल्पना शक्ति को विकसित करने में मदद करेगा।	Lectures / Video Lessons	Seminar
CO 4	अनुवाद सभी लोगों के बीच प्रभावी संचार को सक्षम बनाता है।	Lecture / Video Methods	Assignment
CO 5	गद्यांश लेखन लिखित पाठ के सार को समझने और संदर्भ के आधार पर आपके निष्कर्षों का अनुमान लगाने में आपकी बुद्धिमत्ता का आकलन करता है।	Lecture / Dumb Charades	Seminar
Offered by		Hindi	
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	नाटक लड़ाई - 1979 - सर्वेश्वर दयाल सक्सेना	1	All
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	कहानी - 1. मजबूरी - मन्नू भंडारी 2. ठाकुर का कुआँ - मुंशी प्रेमचंद 3. चीफ की दावत - भीष्म साहनी 4. भोलाराम का जीव - हरिशंकर परसाई	1	1 to 4
Instructional Hours			12
Suggested Learning Methods : Auditory			

III	1. अनुप्रयुक्त व्याकरण - संज्ञा, सर्वनाम, क्रिया और विशेषण की पहचान करना। 2. विज्ञापन लेखन 3. दिए गए संकेतों से कहानी लेखन।	1	1,2,3										
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing													
IV	अनुवाद : अंग्रेज़ी से हिंदी (अनुवाद अभ्यास - 3) 1 - 10 अनुच्छेद	3	1,2										
Instructional Hours			12										
Suggested Learning Methods : Auditory, Visual													
V	पारिभाषिक शब्दावली , गद्यांश लेखन	5	1,2										
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing													
Total Hours			60										
Text Books	1. नाटक लड़ाई - 1979 - सर्वेश्वर दयाल सक्सेना 2. कहानी संग्रह 3. अनुवाद अभ्यास - 3 दक्षिण भारत हिंदी प्रचार सभा , चेन्नई -17 4. Bharatdarshan.co.nz 5. भाषाशास्त्र का पारिभाषिक शब्द कोश - राजेंद्र द्विवेदी 6. श्री रामदेव , व्याकरण प्रदीप, लोक भारती प्रकाशन, इलाहाबाद												
Reference Books	संदर्भ ग्रंथ 1. हिंदी नाटक और रंगमंच - डॉ राम कुमार वर्मा 2. हिन्दी अलोचना की पारिभाषिक शब्दावली - पेपरबैंक 3. आधुनिक हिंदी व्याकरण और रचना - डॉ. वासुदेव नंदन प्रसाद												
Web. URLs													
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Group project	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	M	L							
CO2	-	-	H	L	L	H							
CO3	-	-	-	L	M	H							
CO4	-	-	M	M	H	L							
CO5	-	-	L	M	H	L							
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S Swarnalatha							Dr. S Swarnalatha						

Course Code			
23U1MAL101		Part : I - Kadhayum Samskaaravum (കഥയും സംസ്കാരവും)	
Semester : I	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	ആധുനികകാലത്തെ മലയാളകഥകളെ കുറിച്ചും സംസ്കാരത്തെ കുറിച്ചും അവബോധം ഉണ്ടാക്കുന്നു		
Course Category	Skill Development		
Development Needs	Regional		
Course Description	Improved accuracy & quality, improved communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	കഥയുടെ സംവേദനം ആസ്വാദകന്റെ അഭിരുചിയെ പൂർത്തിയാക്കുന്നു	Lecture / Video Methods	Assignment
CO 2	പ്രകൃതിയുമായി ബന്ധപ്പെടുന്ന കഥാപരിസരം	Case studies	Group Project
CO 3	ഭക്ഷണവും അതിന്റെ സംസ്കാരവും കൂട്ടായ്മ ഉണ്ടാക്കുന്നു	Lectures / Video Lessons	Seminar
CO 4	ഭക്ഷണത്തിന്റെ മൂല്യം അർത്ഥവത്താക്കുന്നു	Lecture / Video Methods	Assignment
CO 5	ആശയ വിപുലനം	Lecture / Dumb Charades	Seminar
Offered by	Malayalam		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	ചെറുകഥകൾ - സമകാലിക കഥകൾ 1. പരുന്ത് - ഇ.സന്തോഷ്കുമാർ 2. പാലാഴിമമനം - കെ.രേഖ 3. കുളവാഴ - വി.എം.ദേവദാസ് 4. മരണമുണ്ടാക്കിക്കളിക്കാം - പി.വി. ഷാജികുമാർ 5. കക്കുകളി - ഫ്രാൻസിസ് റൊറോണ	1	1 to 5
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	നവോത്ഥാനകഥകൾ 1. വെള്ളപ്പൊക്കത്തിൽ - തകഴി 2. ബസു യാത്ര - കേശവദേവ് 3. മരപ്പാവകൾ - കാരൂർ 4. മാണിക്കൻ - ലളിതാംബിക അന്തർജനം 5. ജന്മദിനം - ബഷീർ	1	6 to 10
Instructional Hours			12
Suggested Learning Methods : Auditory			

III	സംസ്കാര പഠനം - കേരളത്തിലെ രൂപഭേദങ്ങൾ		1	1,2,3									
	1. കാസർകോടും കന്നയാളവും ദൈവവിപ്ലവത്തിന്റെ കണ്ണൂരും 2. സാമൂതിരി ,മുട്ടമാല ,എരത്ത് ,ബ്രഹ്മണാൾ - (കോഴിക്കോട്) 3. മലപ്പുറം കേരളത്തിന്റെ അറേബ്യ												
Instructional Hours				12									
Suggested Learning Methods : Comprehensive writing													
IV	സംസ്കാര പഠനം - കേരളത്തിലെ രൂപഭേദങ്ങൾ		1	4,5									
	1. ചേട്ടായിയെ ഇത് ശൂരാട്ടാ - തൃശ്ശൂർ 2. കരിമ്പനകളുടെ നാട്ടിൽ - പാലക്കാട്												
Instructional Hours				12									
Suggested Learning Methods : Auditory, Visual													
V	നവമാധ്യമങ്ങൾ - വിവർത്തനം		1	1,2,3									
Instructional Hours				12									
Suggested Learning Methods : Comprehensive writing													
Total Hours				60									
Text Books	1. ചെറുകഥകൾ - (10 ചെറുകഥകൾ) 2. സംസ്കാര പഠനം - നാടൻ കേരള എക്സ്പ്രസ്സ് ഡോ.സി. ഗണേഷ്, ശ്രീൻ ബുക്ക്സ് തൃശ്ശൂർ 3. നവമാധ്യമങ്ങൾ - ടി.കെ .സന്തോഷ്കുമാർ ഡി.സി.ബുക്ക്സ് കോട്ടയം												
	Reference Books	1. എം. അച്യുതൻ - ചെറുകഥ ഇന്നലെ ഇന്ന് - ഡി.സി.ബുക്ക്സ് കോട്ടയം 2. ചെറുകഥയുടെ ഛന്ദസ്- വി. രാജകൃഷ്ണൻ മാതൃഭൂമി ബുക്ക്സ് കോഴിക്കോട് 3. പുതിയ കഥ പുതിയ വായന - എഡി : ഡോ.ഷീബാ ദിവാകരൻ പുസ്തകലോകം പ്രസദ്ധീകരണം കോഴിക്കോട് 4. കേരള സംസ്കാരം - എ .ശ്രീധര മേനോൻ നാഷണൽ ബുക്ക്സ് കോട്ടയം 5. ന്യൂസ് റൂമിന്റെ അകവും പുറവും - ബി.ആർ .പി.ഭാസ്കർ ശ്രീൻ ബുക്ക്സ് തൃശ്ശൂർ											
Web. URLs		literature">http://www.keralaculture.org>literature											
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Group project	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	H	H	-	-					
CO2	-	-	H	L	H	M	-	-					
CO3	-	-	-	M	M	H	-	-					
CO4	-	-	L	M	L	H	-	-					
CO5	-	-	L	-	H	-	-	-					
H-High; M-Medium; L-Low													
Course designed by					Verified by Chairman								
N Rajini					Dr. Smitha C R								

Course Code		Title		
23UIFRN101		Part - I : Le Français Fondamental - I		
Semester : I		Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)				
Course Objective		Acquisition of standard French through fundamental French grammar.		
Course Category		Skill Development		
Development Needs		Global		
Course Description		This course has basic knowledge of the French grammar and aims to build a solid foundation in the acquisition of standard French through fundamental French grammar		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	Learn basic French grammar along with French civilisation	Lecture	Assignment	
CO 2	Knows the gender of nouns	Word game/ Lecture	Seminar	
CO 3	Learn Negation, articles, and understand the usage of prepositions.	Lectures / Video Lessons	Quiz	
CO 4	Learn Futur proche, Pronominal verb,	Tutorial / Case Studies	Assignment	
CO 5	Know to self-introduce and translate simple sentences	Lecture /	Group project	
Offered by	French			
Course Content		Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters	
I	Mes cinq sens en action	1	0	
Instructional Hours			12	
Suggested Learning Methods: Worksheets , Reading practice				
II	S'ouvrir aux autres	1	1	
Instructional Hours			12	
Suggested Learning Methods: Kahoot App, Worksheets				
III	Partager son lieu de vie	1	2	
Instructional Hours			12	
Suggested Learning Methods : Audio & Visual, Speaking practice				
IV	Vivre au quotidien	1	3	
Instructional Hours			12	
Suggested Learning Methods : Comprehensive Writing				

V	S'ouvrir à la culture						1	4					
Instructional Hours							12						
Suggested Learning Methods: Translating simple sentences, comprehending the passage.													
Total Hours							60						
Text Books	Saison 1 Méthode de Français – Marie-Noëlle Cocton, Anouchka De Oliveira, Dorothée Duplex (Unit 0 to 4)												
Reference books	A1 Echo Méthode de Français												
Web. URLs	Lingua.com, TV 5 app,												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	H	H	-	-	-	-	-	-	-
CO2	-	-	H	L	H	M	-	-	-	-	-	-	-
CO3	-	-	-	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	M	L	H	-	-	-	-	-	-	-
CO5	-	-	L	-	H	-	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
D. Balaji							D. Balaji						

Course Code	Title		
23U2ENG101	Part – II : Professional English – I		
Semester : I	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	To help students to imbibe, develop, practice and use the LSRW skills and fine tune their productive skills.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	SD: Helps to develop LSRW skill		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Recognize listening, and reading proficiency through the prose discourses.	Lecture/Tutorial	Assignment
CO 2	Use and interpret imaginative, and creative skills through the poetic genre.	Lecture/Tutorial	Assignment
CO 3	Enhance the students to use English effectively through short story.	Lecture/Tutorial	Speaking
CO 4	Execute and exercise grammatical skills in academics and career.	Lecture/Tutorial	Reading
CO 5	Evaluate the LSRW skills through literature.	Lecture/Tutorial	Writing
Offered by	Department of English		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	Prose Leigh Hunt – Getting Up On Cold Morning Rajagopalachari – Tree Speaks A.G. Gardiner – On the Rule of the Road Listening Activity – Comprehension practice from Prose.	1	1-3
Instructional Hours			12
Suggested Learning Methods : Flipped Learning			
II	Poetry John Milton – On His Blindness Maya Angelou -Phenomenal Women A. K. Ramanujan – A River Speaking Activity – Group Discussion Forum	1	4-6
Instructional Hours			12
Suggested Learning Methods : Flipped Learning			

III	Short Stories O. Henry – The Last Leaf R. K. Narayan – The Missing Mail Oscar Wilde - The Happy Prince Reading Activity – Pronunciation practice and enhancement from Short-stories						1	7-9					
	Instructional Hours							12					
Suggested Learning Methods : Tutorial													
IV	Grammar Parts of Speech Tenses Kinds of Sentences Writing Activity – Paragraph Writing using grammar Components						1	10-13					
	Instructional Hours							12					
Suggested Learning Methods : Tutorial													
V	Writing Skills Letter Writing (Formal & Informal) Notice, Writing Circular Memo, Advertisement Minutes of the Meeting						1	14-17					
	Instructional Hours							12					
Suggested Learning Methods : ABL													
Total Hours							60						
Text Books	Compiled by the Department of English, NASC.												
Reference Books	CLIL (Content & Language Integrated Learning) – Module by TANSCHENOTE: (Text: Prescribed chapters or pages will be given to the students by the department and the college)												
Web. URLs	https://www.youtube.com/watch?v=QrUPneyZNf0												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Speaking	Reading	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	L	M	M	H	M	H	H	M	H	M
CO2	M	L	H	L	H	M	H	M	H	H	M	H	M
CO3	M	L	H	L	H	H	H	H	H	H	M	H	M
CO4	M	L	H	L	H	L	H	H	H	H	M	H	H
CO5	H	M	H	L	H	H	H	H	H	H	H	H	M
H-High; M-Medium; L-Low													
Course designed by								Verified by Chairman					
D Pradeek								Dr. R. Malathi					

Course Code	Title		
23U3VCC101	Core Paper I Introduction to Communication		
Semester: I	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
Course Objective	To make the students gain understanding on the basics of Communication		
Course Category	Skill Development		
Development Needs	Global		
Course Description	The course provides an in-depth understanding of communication models, concepts, and theories of communication in social context.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Understand the scope of communication forms and trends.	Lecture	Assignment
CO 2	To analyze the process of communication channels and models	Lecture/ Flip classroom	Quiz
CO 3	To know the significance of characteristics of mass communication	NPTEL Videos Lecture	Seminar
CO 4	To remember the scope and functions of mass communication	Group Discussion	Presentation
CO 5	To compare Global and Indian media in communication context.	Video Lecture and Case study	Case study
Offered by	Visual Communication		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Basics of Communication: Communication – definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal. Communication – socioeconomic changes and the emerging trend in Communication.	1	1
Instructional Hours			15
Suggested Learning Methods: Video lectures about the basics of Communication			
II	Communication process: sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. Informal and formal channels – Berlo, Lasswell, Shannon and Weaver models.	1	2
Instructional Hours			15
Suggested Learning Methods: Group learning			
III	Characteristics of mass communication- Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process.	2	3
Instructional Hours			15
Suggested Learning Methods : Video lectures about the Mass Communication			

IV	Communication Theory: Haptic Communication,Cultural Barriers of Communication, Communication loop / The process of communication, The 7 C's of Effective Communication,Agenda Setting Theory, Cognitive Dissonance Theory, Hypodermic Needle Theory, Uses and Gratifications Theory, Cultivation Theory, Two-step flow Theory.							2	4				
	Instructional Hours									15			
Suggested Learning Methods : Video lectures about the Communication theory													
V	Communication and Culture: Global media – multi cultural content – impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.							2	5				
	Instructional Hours									15			
Suggested Learning Methods : Case Studies													
Total Hours								75 Hrs					
Text Books	1.Keval J. Kumar “ Introduction to Mass Communication ”, Vipul Prakashan, Bombay,2000.												
	2.Roden, M. S “ Introduction to Communication Theory ”. United States: Elsevier Science 2014.												
	3. J.K. Singh “ Text book of Mass Communication in India ”,APH publishing corporation, 2004												
Reference Books	1.Mortensen (2017). Communication Theory (n.p.): Taylor & Francis.												
	2.Seetharam K.S. “ Communication and Culture – A world view ”. McGraw Hill, New Delhi, 1991.												
	3.Shukla, SK. “ Mass Media and Communication ”. Cybertech Publishing, New Delhi. 2006.												
	4. Mortensen (2017) Communication Theory , Taylor & Francis.												
Web. URLs	https://www.bing.com/videos/												
Tools for Assessment (25 Marks)													
CIA I		CIA II		CIA III		Assignment	Seminar	Quiz	Total				
5		5		6		3	3	3	25				
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	H	H	S	M	L	H	H	S	M
CO2	H	M	S	H	H	H	M	S	H	H	H	M	S
CO3	H	L	M	H	M	H	L	M	H	M	H	L	M
CO4	M	L	M	S	S	M	L	M	S	S	M	L	M
CO5	H	L	M	M	L	H	L	M	M	L	H	L	M
H-High; M-Medium; L-Low													
Course designed by						Verified by Chairman							
Dr. K.Pradeep						Mr. R. Baiju Paul							

Course Code	Title		
23U3VCC102	Core Paper II Evolution of Media		
Semester: I	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
Course Objective	To impart knowledge on the various types of media and its functions.		
Course Category	Employability		
Development Needs	Regional		
Course Description	The course provides knowledge on conventional media, print media, radio, television and new media.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To understand the concepts of Traditional media communication.	Lecture and demonstration	Assignment
CO 2	To understand the growth and diverse of Print media.	Lecture	Group Discussion
CO 3	To gain the knowledge about broadcasting media.	Lecture Demonstration	Presentation
CO 4	To impart the understanding of history, evolution and elements of television media.	NPTEL Videos/Lecture	Seminar
CO 5	To analyse the development of contemporary new media.	Discussion	Blogging
Offered by	Visual Communication		
Course Content	Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters
I	TRADITIONAL MEDIA - Definitions of Traditional Media and Mass Media; Traditional Forms of Media – Signs, wood carving, Sound, Drawings, Symbols sculptures; Folk Media – Street plays, Songs, Drama, Puppet Shows, Traditional dance Story Telling. Regional art forms.	1	1,2
Instructional Hours			15
Suggested Learning Methods: Folk Media Demonstration			02 Hrs
II	PRINT MEDIA - History of the print media and evolution and development of printing technology in India and World; Chinese Paper making; Printing, various types of print media, nature, concepts, scope; Content making for print media, reach, advantages and importance. History of Indian Newspaper.	1,2	1,2
Instructional Hours			15
Suggested Learning Methods: Practice using Newspaper and magazine			02 Hrs
III	RADIO - Invention and Development of Radio medium, Radio Broadcasting since its inception in world and India, Radio Technology, Establishment of Radio stations, growth and development of the medium, Amateur Radio, AM and FM transmission, Satellite Radio, Types of Programme, Audience and reach, role in the development.	1	4
Instructional Hours			15
Suggested Learning Methods : Develop small programmes for Radio Program			02 Hrs
IV	TELEVISION - Television – origin and development, nature, scope, audience, genre, functions of television; Ownership pattern, debate on autonomy; BBC model of ownership, control and programming –	2	2

	commercial and public service, state and private sectors' expansion; potential for future development, Prasar Bharati Broadcasting Corporation; Satellite television, DTH, Video on Demand, latest developments.												
Instructional Hours			15										
Suggested Learning Methods : Develop small programmes for TV Commercial Program			02 Hrs										
V	NEW MEDIA - Origin and development of Internet and web, Growth and development of Internet communication , Nature and Scope of the new media, content generation, reach, online journalism, web TV, Podcasting, e - Publishing. Vlogging, Blogging, New Media writing.		1	2									
Instructional Hours			15										
Suggested Learning Methods : Blog Writing			02 Hrs										
Total Hours			75 Hrs										
Text Books		1. Traditional Media and the Internet: The Search for Viable Sylvia M. Chan-Olmsted Business Models: A Special Double Issue of the International Journal on Media Management. Taylor & Francis(2017). 2. Sanders, J. How Racism and Sexism Killed Traditional Media: Why the Future of (2015). 3. Handbook of Print Media: Technologies and Production Methods. Germany: Springer Berlin Heidelberg.(2014)											
Reference Books		1. J.K. Sharma, "Print Media and Electronic Media – Implications for the future", Authors Press, New Delhi(2003) 2. M.S. Sharma, "Hand Book of Journalism", Mohit Publications, New Delh1.(2002) 3. Barun Roy, "Modern Student Journalism", Pointer Publishers, Jaipur (2002)											
Web. URLs		https://www.bing.com/videos											
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	L	M	H	L	M	S	S	L	M
CO2	M	S	H	H	M	M	L	M	H	L	M	S	S
CO3	L	M	H	L	M	S	S	L	M	H	L	M	S
CO4	H	S	M	L	L	M	H	L	M	S	S	L	M
CO5	M	S	H	H	M	M	L	M	H	L	M	S	S
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. K. Pradeep							Mr. R. Baijupaul						

Course Code	Title		
23U3VCP103	Core Paper III Fine Arts Production Practical		
Semester: I	Credits: 4	CIA: 40 Marks	ESE: 60 Marks
Course Objective	To enable the students to gain visual aesthetics and perception in visual media.		
Course Category	Skill Development		
Development Needs	Regional		
Course Description	The course gives an exposure to drawing fundamentals and visual aesthetics		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To show the various drawing components.	Lecture and Demonstration	Assignment
CO 2	To Understand the basics of visual composition.	PPT , Lecture	Seminar
CO 3	To Apply colour combinations in various aspects of drawing	Lecture and Demonstration	Presentation
CO 4	To develop the creative skills in fine arts production.	Lecture and Demonstration	Presentation
CO 5	To embed the combination of colors and creative elements of visual design.	PPT, Demonstration	Record Presentation
Offered by	Visual Communication		
Course Content	Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters
I	1. Basic Drawing a. Geometrical shapes b. Form and structure c. Perspectives d. Light and shade e. Illustrations	1	1,2
Instructional Hours			15
Suggested Learning Methods: Video lectures about the basics of Drawing			02 Hrs
II	2. Experiment the medium a. Drawing pencil HB b. Water color c. Acrylic paint d. Pastels e. Sketches and crayons	1	4
Instructional Hours			15
Suggested Learning Methods: Practice using Colour Pencil, Acrylic paint			02 Hrs
III	Still life: Draw lines, circles, light, shades, man-made objects, flowers, animals, rocks, perspective. Use pencil HB for drawing.	1	5,6
Instructional Hours			15
Suggested Learning Methods : Practice using HB Pencils			02 Hrs

IV	Creative arts: Collection, preservation and storage of materials such as pebbles, jute, coconut shells, Egg shells, glass bottle. Using acrylic paint create a decorative items.		1	8									
Instructional Hours													
Suggested Learning Methods : Apply the Creativity in various Materials				02 Hrs									
V	Collage Design and Production: Draw any animal/object/ human face on paper. Split the paper and collage. Draw using water colors. Advertisement: Create brochures, pop up stand, colorful jewel box, black and white ads, and color ads.		1	10									
Instructional Hours				15									
Suggested Learning Methods : Creative practice				02 Hrs									
Total Hours				75 Hrs									
Text Books	1. Prasad, B. (2007). Spectacle of Fine Art: Practical Book: CBSE Class-11&12: Text Book of Drawing, Painting, Sculpture, Graphics, Applied Art/Commercial Art Prescribed Syllabus of C.B.S.E./N. (n.p.): Independently Published.												
Reference Books	1. Moyer, S. L. (2004). Silk Painting for Fashion and Fine Art: Techniques for Making Ties, Scarves, Dresses, Decorative Pillows, and Fine Art Paintings. United States: Moyer Design.												
Web. URLs	https://youtu.be/ut1fjZDpPmE												
Tools for Assessment (40 Marks)													
Creativity	Presentation	Sketching	Test I	Test II	Observation Book Note	Total							
5	5	5	10	10	5	40							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	H	H	L	M	L	H	H	L	M
CO2	H	M	M	H	H	H	M	M	H	H	H	M	M
CO3	H	H	H	M	S	H	H	H	M	S	H	H	H
CO4	S	L	M	H	S	S	L	M	H	S	S	L	M
CO5	H	L	M	L	H	H	L	M	L	H	H	L	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Mr. R. Baiju Paul							Mr. R. Baiju Paul						

Course Code		Title		
23U3VCA101		Allied Paper I Fundamentals of Multimedia		
Semester: I		Credits: 4	CIA: 25 Marks	ESE: 75 Marks
Course Objective		To emphasize the learning of representations, perceptions and applications of multimedia		
Course Category		Entrepreneurship		
Development Needs		Global		
Course Description		The course gives an exposure to the basics of multimedia, audio and video in relation to industry needs.		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	To learn the basics and Fundamentals of Multimedia and Communication device	PPT , Lecture	Assignment	
CO 2	To understand the applications of Multimedia authorizing tools	PPT , Lecture	Seminar	
CO 3	To analyse the basics recording of audio publishing in Multimedia	PPT , Lecture	Audio Content Creation	
CO 4	To apply the work of 2D, 3D images and video streaming.	Visual Lecture	Text creation	
CO 5	To gain the basic knowledge about video production for Multimedia	Visual Lecture	Content Creation	
Offered by		Visual Communication		
Course Content		Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters	
I	Multimedia : Fundamentals of multimedia - Components of multimedia - Web and Internet - multimedia applications - Multimedia Objects, Multimedia in business and work, Multimedia hardware - Memory & Storage devices, Communication devices	1	1	
		Instructional Hours		12
Suggested Learning Methods : Video Lectures about the Multimedia basics.		02 Hrs		
II	Multimedia Tools: Multimedia Authoring and Tools - Multimedia Production and Presentation - Object generation which includes video sound - Image capturing - Authoring tools, card and page based authoring tools - Animation and Interactions.	1	2	
		Instructional Hours		12
Suggested Learning Methods : Apply the Designs in the Multimedia Software		02 Hrs		
III	Sound/Audio: Perception of sound, hearing sensitivity, frequency range - Basic set-up of recording system - Microphones types - Mixing console - Input devices; Output devices - Audio Publishing - Recording, Microphone types, Noise reduction – Cleaning, File formats and conversion, Recording Sound in Studio and outdoor, music recording, Voice over, Dubbing.	1	3	
		Instructional Hours		12
Suggested Learning Methods : Video Lectures about the Sound.		02 Hrs		

IV	Text, Graphics and Animation: Image file formats - Principles of animation - 2D and 3D animation - special effects - compositing - Video Conferencing – Podcasting - Web Streaming - Video Streaming - Internet Telephony - Virtual Reality - Artificial intelligence –Multimedia Presentation.		1	4									
Instructional Hours				12									
Suggested Learning Methods : Video Lectures about the Graphics.				02 Hrs									
V	Video: Video camera types - Tape Formats - Analog Editing - Editing Equipment's and Consoles - Video Signal - Video Format - Video Lights - Types and Functions – Tripod – Clapboard - Light meter - Other Accessories.		1	4									
Instructional Hours				12									
Suggested Learning Methods : Video Tutorial				02 Hrs									
Total Hours				60 Hrs									
Text Books	1. Mukherjee, D. P. (2014). Fundamentals of Multimedia. India: PHI Learning. 2. Terry Michael Savage, K. E. Vogel 2013 An Introduction to Digital Multimedia : Jones & Bartlett Learning.												
Reference Books	1. Li, Z., Drew, M. S., Liu, J. (2016). Fundamentals of Multimedia. Switzerland: Springer International Publishing. 2. Ling Guan (2017) Multimedia Image and Video Processing. United States: CRC Press.												
Web. URLs	https://www.omegacollege.in/officialdocuments												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	L	M	H	L	M	S	S	L	M
CO2	M	S	H	H	M	M	L	M	H	L	M	S	S
CO3	L	M	H	L	M	S	S	L	M	H	L	M	S
CO4	H	S	M	L	L	M	H	L	M	S	S	L	M
CO5	M	S	H	H	M	M	L	M	H	L	M	S	S
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Ms. Harsha. E. P							Mr. R. Baiju Paul						

Course Code	Title		
21U4ENV101	Ability Enhancement Compulsory Course - Environmental Studies		
Semester : I	Credits : 2	CIA : 50 Marks	
(Common to all UG Programmes)			
Course Objective	This course enables the students to recognize the interconnectedness of multiple factors in environmental challenges and communicate clearly and competently matters of environment concern.		
Course Category	Employability		
Development Needs	National & Global		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions	Lecture/ Video Lectures	Album Preparation
CO 2	Understand concepts and methods from ecological and physical sciences and their application in environmental problem solving.	Lecture/ Peer Teaching	Album Preparation
CO 3	Solve the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.	ABL/ Group Discussions	Group Discussions
CO 4	Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.	Video Lessons/ Group discussions	Group Discussions
CO 5	Apply systems concepts and methodologies to analyse and understand interactions between social and environmental processes.	Field visits	Field visit Report
Course Content	Instructional Hours / Week : 2		
Unit	Description	Text Book	Chapters
I	Natural Resources: Forest resources, Water resources, Mineral resources, Food resources, Energy resources and Land resources.	1	2
Instructional Hours			6
Suggested Learning Methods: Video lectures			
II	Ecosystems: Concept of an ecosystem, Structure and function; Introduction, types, characteristic features, structure and function of ecosystem - Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Activity: Prepare an album on types of Ecosystem.	1	3
Instructional Hours			6
Suggested Learning Methods: Peer Teaching			
III	Environmental Pollution: Definition Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution and Noise pollution, Solid waste management. Activity: Discuss the solutions for water pollution	1	5
Instructional Hours			6
Suggested Learning Methods : Group Discussion			

IV	Social Issues and the Environment: Water conservation, rain water harvesting, watershed management, Environmental ethics - Issue summits' and possible solutions and Public awareness. Activity: Identify and analyse a Social Issue and an Environment issue in your locality.								1	6			
	Instructional Hours								6				
Suggested Learning Methods : Role Play													
V	Disaster Management: Floods, Earthquakes, Cyclones, Landslides: From management to mitigation of disasters: The main elements of a mitigation and measures of strategy: Floods, Earthquakes, Cyclones and Landslides								2	16			
	Instructional Hours								6				
Suggested Learning Methods : Group Discussion													
Field Work: Visit to local area to document Environmental assets (River / Forest / Grass land / Mountain), Visit to local polluted site (Urban / Rural / industrial / Agricultural), Study of common plants, insects, birds, Study of simple ecosystem: Pond, River, Hill slopes.													
Total Hours								30					
Text Book(s):	1. Shashi Chawla. A Text Book of Environmental Studies, Tata McGraw-Hill, 2012. 2. From UGC website: https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf												
Reference Book(s):	1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd., Bikaner. 2. Jadhav, H &Bhosale, V.M. 1995 Environmental Protection and Laws Himalaya Pub.House, Delhi 284 p. 3. Mckinney, M.L. &Schoch R.M. 1996. Environmental Science systems & Solutions 4. Odum, E.P. 1971 Fundamentals of Ecology. W.B. Saunders Co. USA. 574 p 5. Rao MN &Datta, A.K. 1987 Waste Water treatment, Oxford & IBH Publication Co. Pvt. Ltd., 345 p.												
Tools for Assessment (50 Marks)													
Ecosystem Album Preparation	Field visit and report submission			Group discussions about issues related to their locality / about Disaster Management					CIA Test	Total			
10	10			5					25	50			
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	-	L	H	H	H	H	L	L	-	-	-	-
CO2	L	-	L	H	H	H	H	L	L	-	-	-	-
CO3	L	-	L	H	H	H	H	L	L	-	-	-	-
CO4	L	-	L	H	H	H	H	L	L	-	-	-	-
CO5	L	-	L	H	H	H	H	L	L	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by					Verified by Chairman								
Dr. M. Thangavel					Dr. M. Thangavel								

Course Code	Title		
23U1TAM202	Part – I : Pynthamizh		
Semester : II	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	மொழி இலக்கியத்தின் வாயிலாக அறம் சார் பண்பு மற்றும் ஆளுமைமிக்க மாணவர்களை உருவாக்குதல்.		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல் மற்றும் உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	பக்தி இலக்கியங்கள் வழி வாழ்வியல் நெறிகளை மாணவர்களுக்கு எடுத்துரைத்தல்	விரிவுரை/காணொளிப்பட விளக்கம்	ஒப்படைவு
CO 2	சிற்றிலக்கியங்களின் மூலம் தமிழர்களின் வாழ்க்கை கூறுகளை எடுத்துரைத்தல்	விரிவுரை	குழுதிட்டம்
CO 3	தமிழ் நாவல்களின் வழி சமுதாயச் சிந்தனைகளைக்கூறுதல்	விரிவுரை/காணொளிப்பட விளக்கம்	கருத்தரங்கு
CO 4	இலக்கண அறிவை வளர்த்தல்	விரிவுரை	ஒப்படைவு
CO 5	தமிழ் இலக்கிய வரலாற்றுத்திறனை மேம்பாடு அடையச் செய்தல்	விரிவுரை/ குழு விவாதம்	கருத்தரங்கு
Offered by	தமிழ்த்துறை		
Course Content : Pynthamizh			Instructional Hours / Week : 4
Unit	Description		Text Book & Chapters
I	பக்தி இலக்கியங்கள்	1. திருமந்திரம் - மூன்றாம் தந்திரம் (அதிகாரம் 2) 2. நாலாயிரத் திவ்வியப்பிரபந்தம்- பெரியாழ்வார் 3. மாணிக்கவாசகர்-எட்டாந்திருமுறை 4. திருநாவுக்கரசர்- திருவாங்கமாலை	அட்டமாசித்திகள் திருப்பல்லாண்டு அச்சோப்பதிகம் நான்காந்திருமுறை - தேவாரம்
Instructional Hours			12
Suggested Learning Methods: ஆன்மிக சிந்தனைத்திறன் பெற்றமை			
II	சிற்றிலக்கியங்கள்	1. கலம்பகம் - நந்திக்கலம்பகம் 2. பள்ளு - முக்கூடற்பள்ளு 3. குறவஞ்சி - திருக்குற்றாலக்குறவஞ்சி 4. பிள்ளைத்தமிழ் - மீனாட்சியம்மை பிள்ளைத்தமிழ் 5. பட்டினத்தார்பாடல்கள்	91 – 100 பாடல்கள் 350 – 360 – செய்யுள்கள் 1 – 10 – செய்யுள்கள் 1 – 10 – செய்யுள்கள் 358 – 367 பாடல்கள்
Instructional Hours			12
Suggested Learning Methods : கலந்துரையாடல்			
III	நாவல்	1. இமையம் (வெ.அண்ணாமலை)	செல்லாதபணம்
Instructional Hours			12
Suggested Learning Methods : நாவல் எழுதும் திறன் பெற்றமை			

IV	இலக்கணம்	1. வல்லினம் மிகும் இடங்கள் 2. வல்லினம் மிகா இடங்கள் 3. யாப்பின் உறுப்புகள் (எழுத்து முதல் தொடை வரை) 4. பாவின் வகைகள்	தமிழ் இலக்கணம்										
Instructional Hours			12										
Suggested Learning Methods : பிழையின்றி தமிழ் எழுதுதல்													
V	தமிழ் இலக்கிய வரலாறு	1. சிற்றிலக்கியத்தின் தோற்றமும் வளர்ச்சியும் 2. புதினத்தின் தோற்றமும், வளர்ச்சியும் 3. பக்தி இலக்கியத்தின் தோற்றமும், வளர்ச்சியும் 4. விண்ணப்பங்கள்,மடல்கள்,எழுதச் செய்தல்	தமிழ் இலக்கிய வரலாறு										
Instructional Hours			12										
Suggested Learning Methods : குழு விவாதம்													
Total Hours			60										
Text Books	1. இளங்கலை முதலாம் ஆண்டு தமிழ் மாணவர்களுக்குரிய பாடநூல் “பைந்தமிழ்” தொகுப்பு: தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.												
Reference Books	1. திருமந்திரம் - மாணிக்கவாசகர் அருளிய திருவாசகம் - சித்தாந்த பண்டிதர் திரு.ப.இராமநாத பிள்ளை விளக்க உரையுடன் கழக வெளியீடு, திருநெல்வேலி, 2. தமிழண்ணல்-புதிய நோக்கில் தமிழ் இலக்கியவரலாறு, மீனாட்சி புத்தகநிலையம் மதுரை												
Web. URLs	Ht https://youtu.be/cL89sSZq_FI												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Project	Total							
4	4	5	2	2	3	20							
Mapping													
PO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	-	H	H	M	H	-	-	-	-	-
CO2	-	-	M	-	H	L	H	H	-	-	-	-	-
CO3	-	-	L	-	M	M	H	H	-	-	-	-	-
CO4	-	-	H	-	H	M	M	L	-	-	-	-	-
CO5	-	-	H	-	H	L	H	H	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S Sathesh Kumar							Dr. A Sridevi						

Course Code	Title		
23U1HIN202	Part – I : Sanchar Hindi		
Semester : II	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	पाठ्यक्रम संवादी हिंदी में पारंगत होने में मदद करता है।		
Course Category	Skill Development		
Development Needs	Regional		
Course Description	Improved accuracy & quality, improved communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	कविता की मूल शब्दावली और व्यावहारिक तत्वों को समझें। मुक्त छंद और कविता के पारंपरिक रूपों में अंतर्निहित सामान्य तकनीकों को समझें।	Lecture / Video Methods	Assignment
CO 2	छात्र विभिन्न प्रकार की संवादात्मक स्थितियों में हिंदी में प्रदर्शित करने, चित्रित करने, नाटक करने और व्याख्या करने के लिए अर्जित कौशल को लागू करने में सक्षम होंगे	Case studies	Group Project
CO 3	छात्र औपचारिक और अनौपचारिक पत्र लिखने में सक्षम होंगे।	Lectures / Video Lessons	Seminar
CO 4	अनुवाद सभी लोगों के बीच प्रभावी संचार को सक्षम बनाता है।	Lecture / Video Methods	Assignment
CO 5	छात्र हिंदी भाषा के वक्ता के साथ किसी भी सामान्य विषय पर विभिन्न स्तरों पर बातचीत करने में सक्षम होंगे।	Lecture / Dumb Charades	Seminar
Offered by	Hindi		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	आधुनिक हिंदी काव्य : रश्मि रथी , रामधारी सिंह 'दिनकर'	1	All
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	एकांकी संग्रह : 1. शिवाजी का सच्चा स्वरूप - (सेठ गोविंददास) 2. औरंगजेब की आखिरी रात - रामकुमार वर्मा 3. रीढ़ की हड्डी - (जगदीशचंद्र माथुर) 4. सिपाही की माँ - (मोहन राकेश)	1	1 to 4
Instructional Hours			12
Suggested Learning Methods : Auditory			

III	पत्र लेखन : (छुट्टी पत्र , संपादक को पत्र , पुस्तकों के लिए आदेश पत्र , नौकरी के लिए आवेदन पत्र , निजी पत्र)	1	1,2,3										
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing													
IV	अनुवाद : हिंदी से अंग्रेजी (अनुवाद अभ्यास - 3) 1 – 10 passages	3	1,2										
Instructional Hours			12										
Suggested Learning Methods : Auditory, Visual													
V	बोलचाल की हिन्दी : 1. शिक्षक - विद्यार्थी 2. ग्राहक-दुकानदार 3. डॉक्टर - रोगी, 4. साक्षात्कार 5. दो यात्री 6. माँ - बेटा	5	1,2										
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing													
Total Hours			60										
Reference Books	1. रश्मि रथी / रामधारी सिंह "दिनकर" - कविता कोश 2. सरस एकांकी नाटक : डॉ. रामकुमार वर्मा 3. अनुवाद अभ्यास - 3 दक्षिण भारत हिंदी प्रचार सभा , चेन्नई -1												
Reference Books	1. श्रेष्ठ हिन्दी एकांकी -डॉ विजयपाल सिंह 2. बोलचाल : पं० अयोध्या सिंह उपाध्याय 3. हिंदी व्याकरण निबंध और पत्र लेखन -डॉ. एन. एल. माथुर												
Web. URLs	www.webdunia.com												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Group project	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	L	M	-	-					
CO2	-	-	H	L	H	H	-	-					
CO3	-	-	L	L	M	H	-	-					
CO4	-	-	M	M	L	L	-	-					
CO5	-	-	L	M	M	M	-	-					
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S Swarnalatha							Dr. S Swarnalatha						

Course Code			
23U1MAL202		Part – I : Novalum Bhashaapadanavum	
Semester : II		Credits : 3	CIA : 20 Marks
		ESE : 55 Marks	
(Common to all UG Programmes)			
Course Objective	വിദ്യാർത്ഥികളിൽ മലയാള ഭാഷയുടെ വികാസവും മലയാള സാഹിത്യത്തിൽ നോവലുകൾക്കുള്ള സ്ഥാനവും വായനാശീലവും വർദ്ധിപ്പിക്കുന്നു		
Course Category	Skill Development		
Development Needs	Regional		
Course Description	Proper guidance, opportunities and encouragement that help them achieve their ambitions		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	സമൂഹത്തിലെ ഒരു വിഭാഗത്തിന്റെ ജീവിതം	Lecture / Video Methods	Assignment
CO 2	പ്രകൃതിയുടെയും മറ്റു ജീവജാലങ്ങളുടെയും മാറ്റങ്ങൾ	Case studies	Group Project
CO 3	പ്രകൃതി നാശത്തിനെതിരായി ഒന്നിച്ചു പ്രവർത്തിക്കുന്നു	Lectures / Video Lessons	Seminar
CO 4	സമൂഹത്തിലെ ഭാഷാസങ്കല്പം തിരിച്ചറിയുന്നു	Lecture / Video Methods	Assignment
CO 5	നല്ല ഭാഷ എങ്ങനെ സൃഷ്ടിക്കാമെന്ന് മനസ്സിലാക്കുന്നു	Lecture / Dumb Charades	Seminar
Offered by	Malayalam		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	നോവൽ - എൻമകജെ	1	1 to 16
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	നോവൽ - എൻമകജെ	1	17 to 34
Instructional Hours			12
Suggested Learning Methods : Auditory			
III	നോവൽ - എൻമകജെ	1	35 to 51
Instructional Hours			12
Suggested Learning Methods : Comprehensive writing			
IV	ഭാഷാപഠനം - തെളിമലയാളം	1	1,2,3
Instructional Hours			12
Suggested Learning Methods : Auditory, Visual			

V	ഭാഷാപഠനം - തെളിമലയാളം						1	4,5					
Instructional Hours							12						
Suggested Learning Methods : Comprehensive writing													
Total Hours							60						
Text Books	1. അംബികാസുതൻ മാങ്ങാട് - എൻമകജെ - ഡി.സി.ബുക്സ് കോട്ടയം 2. എം.എൻ.കാരശ്ശേരി - തെളിമലയാളം - ഡി.സി.ബുക്സ് കോട്ടയം												
Reference Books	1. പ്രൊഫ.എൻ.കൃഷ്ണപ്പിള്ള - കൈരളിയുടെ കഥ - ഡി.സി.ബുക്സ് കോട്ടയം 2. ഡോ. പത്മന രാമചന്ദ്രൻ നായർ - സമ്പൂർണ്ണമലയാള സാഹിത്യ ചരിത്രം - ഡി.സി.ബുക്സ് കോട്ടയം 3. ഡോ.കെ.എം. ജോർജ്ജ് - ആധുനിക മലയാള സാഹിത്യ ചരിത്രം പ്രസ്ഥാനങ്ങളിലൂടെ - ഡി.സി.ബുക്സ് കോട്ടയം 4. എരുമേലി - മലയാള സാഹിത്യം കാലഘട്ടത്തിലൂടെ - ഡി.സി.ബുക്സ് കോട്ടയം												
Web. URLs	literature">http://www.keralaculture.org>literature http://www.manoramaonline.com												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Group project	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	H	H	H							
CO2	-	-	H	M	H	M							
CO3	-	-	M	M	M	H							
CO4	-	-	L	H	L	H							
CO5	-	-	L	M	L	H							
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
N Rajini							Dr. Smitha C R						

Course Code		Title		
23U1FRN202		Part – I : Le Français Fondamental – II		
Semester : II		Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)				
Course Objective		This course is comprised of deep study of grammar categories and aims to apply the grammatical structures correctly.		
Course Category		Skill Development		
Development Needs		Global		
Course Description		This course aims to develop communicative competence of the students in French, to create cultural awareness, to promote autonomy in learning French.		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	Acquire an understanding of French culture, use the basic foundation of verbs.	Lecture	Assignment	
CO 2	Describe a place, learn pronom en, y and adjectives.	Tutorial / Case Studies	Seminar	
CO 3	Recall the tenses and learn Imparfait tense	Lectures / Video Lessons	Quiz	
CO 4	Write about the weather and learn pronom COD,	Word game / Lecture	Assignment	
CO 5	Write short passages and translate, Comprehend the passage and learn pronom COI	Lecture	Group project	
Offered by	Department of French			
Course Content		Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters	
I	Goûter à la campagne	1	5	
Instructional Hours			12	
Suggested Learning Methods: Worksheets, TV5 App				
II	Voyager dans sa ville	1	6	
Instructional Hours			12	
Suggested Learning Methods: Kahoot App, Duolingo				
III	Faire du neuf avec du vieux	1	7	
Instructional Hours			12	
Suggested Learning Methods : Comprehensive Writing				

IV	Changer d'air						1	8					
Instructional Hours							12						
Suggested Learning Methods : Comprehensive Writing													
V	Devenir éco-citoyen						1	9					
Instructional Hours							12						
Suggested Learning Methods : Translating simple sentences and short passages													
Total Hours							60						
Text Books	Saison 1 Méthode de Français – Marie-Noëlle Cocton, Anouchka De Oliveira, Dorothée Duplex (Unit 5 to 9)												
Reference Books	A1 Echo Méthode de Français												
Web. URLs	Lingua.com, TV 5 app, Learn French by podcast (spotify)												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	H	H	-	-	-	-	-	-	-
CO2	-	-	H	L	H	M	-	-	-	-	-	-	-
CO3	-	-	-	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	M	L	H	-	-	-	-	-	-	-
CO5	-	-	L	-	H	-	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
D. Balaji							D. Balaji						

Course Code		Title		
23U2ENG202		Part – II : Professional English – II		
Semester : II		Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)				
Course Objective		To equip the students with the language skills and its functional usage. Facilitate the insight and taste of Literature.		
Course Category		Skill Development		
Development Needs		Global		
Course Description		SD: Helps to develop LSRW skill		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	Mastering life skills through prose discourse.	Lecture/Tutorial	Assignment	
CO 2	Acquire ethics and values through poetic genre.	Lecture/Tutorial	Assignment	
CO 3	Recognise the nuances of English language through short stories.	Lecture/Tutorial	Speaking	
CO 4	Enhance fluency over language with self-confidence.	Lecture/Tutorial	Reading	
CO 5	Examine how the language is used in literature and develop LSRW Skills	Lecture/Tutorial	Writing	
Offered by		Department of English		
Course Content			Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters	
I	Prose E.M. Forster - Tolerance Mahatma Gandhi - Women Not the Weaker Sex Issac Asimov - The Fun They had Listening Activity – Comprehension practice from Prose.	1	1-3	
Instructional Hours			12	
Suggested Learning Methods : Cooperative Learning				
II	Poetry Robert Frost - Stopping by Woods on a Snowy Evening William Blake - A Poison Tree Alexander Pope – Ode on Solitude Speaking Activity – Group Discussion Forum	1	4-6	
Instructional Hours			12	
Suggested Learning Methods : Inquiry Based Learning				
III	Short Stories Mark Twain - The Cat and the Painkiller Japanese Folk Tale - The Envious Neighbour Hector Hugh Munro (Saki) – The Open Window Reading Activity – Pronunciation practice and enhancement from Short-stories	1	7-9	
Instructional Hours			12	
Suggested Learning Methods : Classroom Activity				

IV	Grammar Articles Concord Active and Passive Voices Direct and Indirect Speech Writing Activity – Paragraph Writing using grammar Components						1	10-13					
	Instructional Hours							12					
Suggested Learning Methods : Direct Method													
V	Writing Skills Resume Writing Email Writing Dialogue Writing Testimonial Writing Creative Writing						1	14-17					
	Instructional Hours							12					
Suggested Learning Methods : Activity Based Learning													
Total Hours							60						
Text Books		Compiled by the Department of English NASC.											
Reference Books		CLIL (Content & Language Integrated Learning) – Module by TANSCHENOTE: (Text: Prescribed chapters or pages will be given to the students by the department and the college)											
Web. URLs													
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Speaking	Reading	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	L	M	M	H	M	H	H	M	H	M
CO2	M	L	H	L	H	M	H	M	H	H	M	H	M
CO3	M	L	H	L	H	H	H	H	H	H	M	H	M
CO4	M	L	H	L	H	L	H	H	H	H	M	H	H
CO5	H	M	H	L	H	H	H	H	H	H	H	H	M
H-High; M-Medium; L-Low													
Course designed by								Verified by Chairman					
D Pradeek								Dr. R Malathi					

Course Code		Title		
23U3VCC204		Core Paper IV Fundamentals of Advertising		
Semester: II		Credits: 4	CIA: 25 Marks	ESE: 75 Marks
Course Objective		To impart knowledge on the fundamentals of advertising		
Course Category		Entrepreneurship		
Development Needs		Global/Local/Regional		
Course Description		The course guides students in understanding the different approaches to the complexities and processes of advertising and the worldwide standards of advertising agencies.		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	To know the basic principles of advertising and the changing dimension.	PPT and Discussion	Comparative assignment	
CO 2	To Understand the different pattern of advertising throughout the world.	Visual lecture	Seminar	
CO 3	To Apply knowledge on the functioning pattern and structure of advertising agency.	NPTEL Videos, Lecture	Group discussion on different add agency	
CO 4	To understanding the production centric and budgeting for the advertising.	PPT, Group Discussion	Advertising script	
CO 5	To Analyze advertising codes put forth by the Advertising Standard Council.	Visual Lecture, Demonstration	Case study Assignment	
Offered by	Visual Communication			
Course Content		Instructional Hours / Week : 6		
Unit	Description	Text Book	Chapters	
I	Advertising and its role in the market place, advertising industry in India –advertising as a process of communication - Social effects of advertising. The changing world of advertising.	1	1	
			Instructional Hours	18
Suggested Learning Methods: Video lectures about the Advertising				02 Hrs
II	Types of advertising: consumer, corporate, industrial, retail, co-operative and Public service advertising.-tone and content; reading the advertisement - review with current ad campaigns.	2	2	
			Instructional Hours	18
Suggested Learning Methods: Practice using Advertising methods				02 Hrs
III	Advertising agency: Structure and functions; Leading agencies in India - Diversification and competition – full service agencies – multinational clients – challenges and opportunities. Advertising agency, agency briefing and evaluating an agency.	1	2	
			Instructional Hours	18
Suggested Learning Methods : Video lectures about the Advertising Agency				02 Hrs
IV	Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget, pre testing and post testing.	3	3	

Instructional Hours			18										
Suggested Learning Methods : Video lectures about the Advertising Campaign			02 Hrs										
V	Professional ethics in advertising-cases of ethical violations – Advertising Standards Council –Social and cultural issues –Global regulations and Future trend.	2	4										
Instructional Hours			18										
Suggested Learning Methods : Video lectures about the Advertising Ethics			02 Hrs										
Total Hours			90 Hrs										
Text Books	1.Press.Visser, M., Sikkenga, B., Berry, M. (2019). Digital Marketing Fundamentals: From Strategy to ROI. Netherlands: Taylor & Francis. 2. Kleppner, Otto (1980) Fundamentals of Advertising ; Prentice Hall; New Jersey 3. Subramanian, (1993) Advertising Theory and practice , Himalaya publications.												
Reference Books	1. Gupta, Sen (1990) Brand Positioning; Tata McGraw Hill; New Delhi. 2. Williamshurst, J., Mackay, A. (2010). Fundamentals of Advertising. (n.p.): Taylor & Francis. 3. Russell, E. (2017). The Fundamentals of Marketing. United Kingdom: Bloomsbury Publishing.												
Web. URLs	https://theintactone.com/												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	H	H	M	M	M	L	H	H	M	M
CO2	M	M	H	H	H	M	M	S	H	H	H	M	M
CO3	L	M	H	M	H	L	L	M	H	M	H	L	M
CO4	L	M	M	M	M	L	L	M	M	M	M	L	M
CO5	L	M	M	L	H	L	L	M	M	L	H	L	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Ms. Harsha. E. P							Mr. R. Baiju Paul						

Course Code	Title		
23U3VCP205	Core Paper V Introduction To Acting (Practical)		
Semester: II	Credits: 4	CIA : 40 Marks	ESE : 60 Marks
Course Objective	The objective is importing training of all aspects of acting skill at professional level. It will have adequate emphasis on practicals.		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	This course is designed to provide students with a foundation in the basic principles and techniques in acting.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To create an additional skill of self employment for the student and also to benefit the cultural field by providing with well trained person in the field of Dramatics/Films etc.	Demonstration	Assignment
CO 2	To skill students to exploit opportunities being newly created in the field of Drama, Films, and Electronics Media & other performing arts.	Demonstration	Presentation
CO 3	To provide adequate professional understanding about acting.	Demonstration	Scene Work
CO 4	To develop the skill by training & practical approach by using modern technology amongst the students in acting in Drama/films/Performing Arts.	Group Activity	Scene Work
CO 5	To develop approach will be flexible and open to accept new challenges and execute programmes independently, in collaboration and even as an extent activity.	Group Activity	Presentation
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Brief introduction to different acting styles and concept i.e. Bharathamuni, Greek, Stanislavsky, Brecht, Grotovsky, Chekhov, Augusto boal.	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	Theatre games and dramatic movements to develop concentration, observation, imagination, healthy and flexible body and mind.	1	4
Instructional Hours			15
Suggested Learning Methods : Group Discussion			
III	Introduction to role playing, enactment of dramatic experience in life. Relationship of an actor with space relationship with environment, fellow actors, characters, situation and dramatic conflicts.	1	5

Instructional Hours			15										
Suggested Learning Methods : Visual Analysis													
IV	Vocal and physical acting, Body rhythm, Breathing patterns, Pronunciation, Voice Production, use Pitches, Dramatic use of every limb in expressing ideas.	2	5										
Instructional Hours			15										
Suggested Learning Methods : Group Activity													
V	Dramatic reading of poetry, prose and dramatic scene. Group Improvisation, enactment of situations and scene on stage as well in front of camera	2	9										
Instructional Hours			15										
Suggested Learning Methods : Visual Analysis													
Total Hours			75										
Text Books	1. Indian method of Acting , Prasanna 2. An actor prepares, Building a character, Creating a role by Constantin Stanislavski												
Reference Books	1. Book on Acting: Improvisation Techniques for the Professional Actor in Film, Theater & Television, Stephen Book 2. Brecht on Theatre: The Development of an Aesthetic by John Willet												
Web. URLs	https://www.youtube.com/watch?v=4ti_uK60nLk												
Tools for Assessment (40 Marks)													
Body Rhythm	Role Play	Presentation	Test 1	Test 2	Observation Note Book	Total							
5	5	5	10	10	5	40							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	H	M	H	H	L	H	M	H	H	H
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H
CO3	H	M	L	H	H	M	H	L	M	M	M	M	H
CO4	H	M	L	H	M	M	H	L	H	M	H	L	M
CO5	H	M	L	H	H	H	H	L	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Mr. Sanal Sudhakaran							Mr. R. Baiju Paul						

Course Code	Title		
23U3VCP206	Core Paper V Advertising Practical		
Semester: II	Credits: 4	CIA: 40 Marks	ESE: 60 Marks
Course Objective	To Enable the students to conceive and produce advertisements for both print and visual medium		
Course Category	Employability		
Development Needs	Global		
Course Description	The course gives in depth knowledge of producing print and visual designs to global standards.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To practice the advertisements and write copy for any type of product.	Demonstration	Assignment
CO 2	To observe the knowledge on designing various types of advertisements.	Video Lecture	Seminar
CO 3	To practice the new advertisement strategies in print medium.	Video Lecture	Design print add
CO 4	To perform various appeals in advertising.	Interactive Lecture	Create small video add
CO 5	To present the capacity to translate their creative ideas to a copy.	Field Visit	Portfolio
Offered by	Visual Communication		
Course Content	Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters
I	1. Design ear panels 2. Design a classified advertisement, 3. Design a visual dominant advertisement 4. Design a copy dominant advertisement	1	1
Instructional Hours			15
Suggested Learning Methods:Poster making			02 Hrs
II	1. Design a solus advertisement 2. Design an ad. For a consumer product 3. Design a retail advertisement. 4. Design a corporate advertisement	2	2
Instructional Hours			15
Suggested Learning Methods: Chart making			02 Hrs
III	1. Design a public service advertisement 2. Design a testimonial advertisement 3. Design a comparative advertisement	1	2
Instructional Hours			15
Suggested Learning Methods : Chart making			02 Hrs

IV	4. Design an ad for brand promotion 5. Design an ad With emotional appeal		2	3									
Instructional Hours				15									
Suggested Learning Methods : Video Tutorial				02 Hrs									
V	1. Design an ad. With fear appeal 2. Design an ad. With humor as appeal (Record should contain the thumbnail, rough and comprehensive artwork and copy for all the items listed above)		2	4									
Instructional Hours				15									
Suggested Learning Methods : Video Tutorial				02 Hrs									
Total Hours				75 Hrs									
Text Books	1. VanDongen, C. A., Mallen, D., Corbin, R. M., Bleibaum, R., Jirgal, T. (2018). Practical Guide to Comparative Advertising: Dare to Compare. United Kingdom: Elsevier Science. 2. Charlesworth, A. (2014). Digital Marketing: A Practical Approach. United Kingdom: Taylor & Francis.												
Reference Books	1. Martin (2018) Social Marketing: Theoretical and Practical Perspectives. United Kingdom: Taylor & Francis. 2. Charlesworth, A. (2011). Internet Marketing: a Practical Approach. United States: Taylor & Francis.												
Web. URLs	https://www.google.co.in/books												
Tools for Assessment (40 Marks)													
Creativity	Presentation	Theme	Test I	Test II	Observation Note Book	Total							
5	5	5	10	10	5	40							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	H	H	M	M	M	L	H	H	M	M
CO2	M	M	H	H	H	M	M	H	H	H	H	M	M
CO3	L	M	H	M	H	L	M	M	H	M	H	L	M
CO4	L	M	M	M	M	L	M	M	M	M	M	L	M
CO5	L	M	M	L	H	L	L	M	M	L	H	L	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Ms. Harsha. E. P							Mr. R. Baiju Paul						

Course Code	Title		
23U3VCA202	Allied Paper – II Creative Writing for Media		
Semester: II	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
Course Objective	To impart knowledge on the history of the evolution of writing and the basics of writing.		
Course Category	Employability		
Development Needs	Global/Local/Regional		
Course Description	The course provides knowledge for students who will engage in all facets of the writing process, including writing and content editing with the ultimate goal of becoming more effective writers and readers of media messages.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Recall the history of writing and understanding the elements of language.	Lecture	Writing Exercise
CO 2	To Understand the forms of writing in print media.	Lecture	Short Story writing
CO 3	To Apply the skills of writing feature, business, and technical stories for Radio.	NPTEL Videos, Lecture	Audio Story Writing
CO 4	To create the sense of writing for special groups.	Video Lecture	Seminar
CO 5	To practice the various writing methods for content writing.	Field visit	Case Study
Offered by	Visual Communication		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Fundamentals of Writing: History of writing – Elements of Language – Language as a tool of Communication – Concept of Literate Societies– Writing as coding of contents.	1	1,2
Instructional Hours			15
Suggested Learning Methods: Video lectures about the Writing			02 Hrs
II	Print Media: Nature and Characteristics - Techniques of Writing News Report – Elements of news – Inverted pyramid style – Lead – Types of lead – Interviews – Types – Preparation and writing interview story – writing style – use of language – special articles – editorial practices.	1	2
Instructional Hours			15
Suggested Learning Methods: Practice using Newspaper and Magazine			02 Hrs
III	Radio: Characteristics of medium – writing for radio: Radio News Writing: principles and guidelines – content for special audience and general audience – interviews – talk shows – features – radio jockey.	2	6,7,8
Instructional Hours			15
Suggested Learning Methods : Practice using Audio Program			02 Hrs

IV	Writing for special groups: children, woman – Techniques of writing news, editorials, letters to the editor – profiles, Web Content Writing and Blog Writing, Script Writing, Journalistic Writing, Copywriting, Science Writing.						2	9,10					
Instructional Hours							15						
Suggested Learning Methods : Apply the writing styles in various medium.							02 Hrs						
V	Creative Writing: principles and practice – feature writing – Essays – Business writing – Sports writing and Technical writing- Practical exercises and review of published articles.						3	6					
Instructional Hours							15						
Suggested Learning Methods : Blog writing							02 Hrs						
Total Hours							75 Hrs						
Text Books	1. Lowe, L. (2016). The Definitive Guide to Creative Writing and Media Productions. United States: Xlibris UK. 2. Marshall, C. (2018). Writing for Social Media. United Kingdom: BCS Learning & Development Limited. 3. Cain, S., Batty, C. (2016). Media Writing: A Practical Introduction. United Kingdom: Palgrave Macmillan.												
Reference Books	1. Mencher, Melvin. "Basic News Writing" Universal Bookstall, New Delhi. 1993. 2. Sreenivas Rao. Academic Book Centre, Ahmedabad. 1981.												
Web. URLs	https://www.bing.com/videos/												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	H	H	S	M	H	S	M	L	H	H	S	M
CO2	H	H	H	M	S	H	M	S	H	H	H	M	S
CO3	H	M	H	L	M	H	L	M	H	M	H	L	M
CO4	S	S	M	L	M	M	L	M	S	S	M	L	M
CO5	H	L	M	M	L	H	L	M	M	L	H	L	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. K.Pradeep							Mr. R. Baiju Paul						

Course Code	Title	
21U4HRC202	Ability Enhancement Compulsory Course - Human Rights and Constitution of India	
Semester : II	Credits : 2	CIA : 50 Marks

(Common to all UG Programmes)

Course Objective:

Understand the concept of human rights and the importance of Indian Constitution.

Course Outcomes:

CO1	Understand the principal aspects of human rights and duties in a broad sweep.
CO2	Acquire the knowledge about the Fundamental Duties and Rights of Indian Citizen
CO3	To know the rights of women and Children in India
CO4	Understand the structure and importance of Indian Constitution
CO5	Know the functions of Government and Election Commission of India

Course Content**Instructional Hours / Week : 2**

Unit	Description	Instructional Hours	6
I	An Introduction to Human Rights :Values – Dignity, Liberty, Equality, Justice, Unity in Diversity - Human Rights – Meaning and features; Significance of the study - Classification of Human Rights - Rights and Duties – Correlation	Instructional Hours	6
II	Human Rights and Fundamental Rights - Fundamental Rights and Fundamental Duties- Directive Principles - Role of Judiciary in the protection of Human Rights- National Human Rights Commission <i>Activity : Case Study related to Human Rights</i>	Instructional Hours	6
III	Human Rights of Women and Children- Social Practice and Constitutional Safeguards – Female foeticide and infanticide-Physical assault and Harassment- Domestic violence- Conditions of Working Women <i>Activity : Conduct a Group Discussion on the above topics</i>	Instructional Hours	6
IV	Constitution – Structure and Principles - Meaning and importance of Constitution - Making of Indian Constitution –Sources - Salient features of Indian Constitution- Government of Union- Government of State-Features of judicial system in India	Instructional Hours	6
V	Federalism in India – Features - Local Government -Panchayat –Powers and functions -Election Commission –Organisation and functions-Citizen oriented measures – RTI – Provisions and significance <i>Activity : Seminar/ Role play related to Indian Constitution</i>	Instructional Hours	6
		Total Hours	30

Text Book:

1. “**Human Rights and Constitution of India**”, Compiled by Curriculum Development Cell, Nehru Arts and Science College.

Tools for Assessment (50 Marks)

Case Study and Report submission	Seminar / Role play	Group Discussion	Comprehensive test for 5×5 = 25 marks	Total
10	10	5	25	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	-	L	H	H	H	H	L	L	-	-	-
CO2	-	-	-	L	H	H	H	H	L	L	-	-	-
CO3	-	-	-	L	H	H	H	H	L	L	-	-	-
CO4	-	-	-	L	H	H	H	H	L	L	-	-	-
CO5	-	-	-	L	H	H	H	H	L	L	-	-	-

H-High; M-Medium; L-Low

Course Designed by	Verified by Chairman
Dr. E Vijaya Gowri	Dr. N. Saranya

Course Code	Title	
22U4HVVY201	Value Education : Human Values and Yoga Practice	
Semesters : I & II	Credits : 2	CIA : 50 Marks

(Common to all UG Programmes)

Course Objective:

- To help the students appreciate the essential complementarity between ‘values’ and ‘skills’ to ensure sustained happiness and prosperity, which are the core aspirations of all human beings.
- To prepare and distribute standardized Yoga teaching and training material with reference to institute health.

Course Outcomes:

CO1	To know the importance of Ethics to be followed in the Human life.
CO2	To inculcate a sense of respect towards harnessing values of life and spirit of fulfilling social responsibilities.
CO3	To gain knowledge about the values that develops life skills.
CO4	To understand and Practice Meditation & Surya Namaskar.
CO5	To understand and apply the knowledge for physical health and well being through Asanas

Course Content**Instructional Hours / Week : 1 (For Semesters I and II)**

Unit	Description	Instructional Hours
I	Human Values – Introduction - Definition of Ethics and Values - Character and Conduct - Nature and Scope of Ethics. Individual and Society - Theories of Society - Social Relationships and Society - Empathy: Compassion towards other beings.	4
II	Self-realization and Human Values -Self-realization and Harmony-Rules and Regulations- Rights and Duties-Good and Obligation-Integrity and Conscience. Obligation to Family - Trust and Respect-Codes of Conduct.	5
III	Character Formation Towards Positive Personality: Truthfulness, Constructivity, Sacrifice, Sincerity, Self Control, Altruism, Tolerance, Scientific Vision. Refinement of worries: Neutralization of anger-Intelligent quotient(IQ),Emotional quotient(EQ),Spiritual Quotient (SQ)	5
IV	Power of Meditation - Development of mind in stages - Mental Frequencies Methods for Concentration. Meditation Practices - Surya Namaskar. Physical Exercises -Kayakalpa Practices Training for Potentialising the Mind.	6

V	ASANAS	
	Standing Posture: Tadasana, Utkattasana, arthaKadi Chakrasana, Trikonasana, Artha Chandrarasana, Padahastasana, Virabhadrasana, Vrikshasana, Artha, Natarajasana.	
	Sitting posture: Padmasana, Gomukasana, Ustrasana, ArdhaMatsyendrasana, Patchimottanasana.	
	Prone posture: Bhujangasana, shalabhasana, Dhanurasana, Chakrasana.	
	Supine posture: Sarvangasana, Halasana, Matsyasana, Shanti asana	
	Pranayama: Bhastrika, Bhramari, NadiShodhan	
	Instructional Hours	10
	Total Hours	30

Text book:

1. “Value Education”, compiled by Curriculum Development cell, Nehru Arts and Science College.

Tools for Assessment

25 marks	25 marks
Comprehensive test in Units I to III for 25 marks during CIA III of Sem. II	Perform 02 Yoga postures for Practical exam to be conducted during the mid. of Sem. II

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	-	H	L	M	H	H	-	L	-	-	L
CO2	-	-	-	L	M	H	M	H	-	L	-	-	L
CO3	-	-	-	L	M	H	S	H	-	L	-	-	L
CO4	-	-	-	L	L	H	M	H	-	L	-	-	L
CO5	-	-	-	L	L	H	M	H	-	L	-	-	L

H-High; M-Medium; L-Low

Course Designed by	Verified by Chairman
Karthi M	Dr. N Kavitha

Course Code	Title		
23U1TAM303	Part – I : Arunthamizh		
Semester : III	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	தமிழ்க் காப்பியங்களின் வழி அறம் சார்ந்த சிந்தனைகளை உருவாக்குதல்		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல் மற்றும் உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	தமிழ் நூல்களில் அணிநலம் அறிதல், அறம் சார்ந்த சிந்தனைகளை வளர்த்தல்.	விரிவுரை/ காணொளிப்பட விளக்கம்	ஒப்படைவு
CO 2	தமிழ் இலக்கிய வகைகளைக் கூறுவதன்மூலம் தமிழின் இலக்கிய வளத்தை உணரச்செய்தல்.	விரிவுரை	குழுத்திட்டம்
CO 3	மாணவர்களிடையே காலத்திற்கேற்ப மொழிவளர்ச்சியை உருவாக்குதல்.	விரிவுரை/ காணொளிப்பட விளக்கம்	ஒப்படைவு
CO 4	நாட்டின் சிறந்த குடிமக்களாக மாணவர்களை உருவாக்குதல்.	விரிவுரை/ குழு விவாதம்	கருத்தரங்கு
CO 5	மாணவர்களின் மனநலத்தை வளர்த்தல்.	விரிவுரை/ குழு விவாதம்	கருத்தரங்கு
Offered by	தமிழ்த்துறை		
Course Content : Arunthamizh		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	காப்பியங்கள்	1. சிலப்பதிகாரம் 2. மணிமேகலை 3. சீவகசிந்தாமணி 4. கம்பராமாயணம்	1.1 அடைக்கலக்காதை (மதுரைக்காண்டம் – பகுதி – 15) 1.2 பீடிகைக் கண்டுபிறப்புணர்ந்தக் காதை – பகுதி – 9) 1.3 பூமகள் இலம்பகம் (பகுதி – 11–2347–2377 பாடல்கள்) 1.4 சுந்தரகாண்டம் (கடல்தாவுப்படலம் 1 – 10 பாடல்கள்)
Instructional Hours			12
Suggested Learning Methods: நாடக முறையில் கலந்துரையாடல்			
II	சைவ, வைணவ, சுவடியியல்	1. தேவாரம் 2. நாலாயிரத்திவ்வியப் பிரபந்தம் 3. சுவடியியல்	2.1 திருநல்லூர்ப் பெருமணம் (பாடல் எண் – 4137 – 4146) 2.2 ஆண்டாள் திருப்பாவை (பாடல் எண் – 474 – 483) 2.3 சுவடியியல் – அறிமுகம் 2.4 சைவம் தமிழுக்கு செய்த தொண்டு 2.5 வைணவம் தமிழுக்கு செய்த தொண்டு
Instructional Hours			12
Suggested Learning Methods : பக்தி பாசரங்கள், கலந்துரையாடல்			

III	மொழித்திறன் (இலக்கணம்)	1. நன்னூல் 2. தொல்காப்பியம்	3.1 நூல் வரலாறு (முதல் நூல், வழி நூல், சார்பு நூல்) 3.2 மாணாக்கர் வரலாறு 3.3 ஆசிரியர் வரலாறு 3.4 எண்வகை மெய்ப்பாடுகள்	Instructional Hours		12							
Suggested Learning Methods : மொழித்திறன் வாயிலாக பிழையின்றி எழுதும் திறன் பெற்றமை													
IV	நாட்டுப்புற வழக்காறுகள்	நாட்டுப்புறவியல்	4.1 பழமொழிகள் 4.2 விடுகதைகள் 4.3 தமிழர்க்கலைகள் 4.4 சிறுதெய்வ வழிபாடு மட்டும் 4.5 வினையாட்டுகள் (சிறுவர், சிறுமியர் மட்டும்)	Instructional Hours		12							
Suggested Learning Methods : நாட்டுப்புறவியல் வழி நாட்டுப்புறமக்களின் வாழ்வியலை அறியச்செய்தல்													
V	இலக்கிய வரலாற்றுத் திறன்	தமிழ் இலக்கிய வரலாறு	1. காப்பியத்தின் தோற்றமும் வளர்ச்சியும் 2. பக்தி இலக்கியத்தின் தோற்றமும் வளர்ச்சியும் 3. தமிழக நாட்டுப்புறவியல் வரலாறு	Instructional Hours		12							
Suggested Learning Methods : பாடத்திட்டத்தில் கொடுக்கப்பட்டுள்ள இலக்கியவரலாற்றினை உணர்த்துதல்													
Total Hours					60								
Text Books	1. இளங்கலை இரண்டாம் ஆண்டு தமிழ் மாணவர்களுக்குரிய பாடநூல் “அருந்தமிழ்” தொகுப்பு: தமிழ்த்துறை ,நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.												
Reference Books	1. நாட்டுப்புறவியல் ஓர் ஆய்வு : டாக்டர் சுசக்திவேல், விஜயா பதிப்பகம், சென்னை தமிழண்ணல் - புதியநோக்கில் தமிழ் இலக்கியவரலாறு, மீனாட்சி புத்தக நிலையம்,மதுரை- 625 001.												
Web. URLs	-												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Project	Total							
4	4	5	2	2	3	20							
Mapping													
PO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	-	L	H	M	L	-	-	-	-	-
CO2	-	-	H	-	H	L	M	H	-	-	-	-	-
CO3	-	-	L	-	H	M	H	M	-	-	-	-	-
CO4	-	-	H	-	M	M	H	L	-	-	-	-	-
CO5	-	-	M	-	H	L	M	H	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by					Verified by Chairman								
Dr. S Satheesh Kumar					Dr. A Sridevi								

Course Code	Title		
23U1HIN303	Part -- I : Sahityak Hindi		
Semester : III	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	चुनिंदा कविताओं के माध्यम से हिंदी कविता की उत्पत्ति और विकास को समझना। संकलन में उपलब्ध कराए गए सर्वोत्तम नमूनों का उपयोग करते हुए कविता की सराहना।		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved accuracy & quality, improved communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	छात्र हिंदी भाषा से अच्छी तरह वाकिफ हो सकेंगे।	Smart boards and Role play	Assignment
CO 2	व्यक्तिगत अनुभवों की पहचान करें जिनका उपयोग कविताएँ लिखते समय किया जा सकता है।	Group learning Acting and Story Narration	Seminar
CO 3	कविता की मूल शब्दावली और व्यावहारिक तत्वों को समझें।	Smart boards and YouTube Videos	Assignment
CO 4	छात्रों को रचनात्मक लेखन में अच्छा अभ्यास मिलेगा।	Group learning and Work sheets	Group Project
CO 5	पाठ्यक्रम संवादी हिंदी में पारंगत होने में मदद करता है।	Worksheets and Exercises	Seminar
Offered by	Hindi		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	नाटक - सत्यमेव जयते - (श्री सूर्यनारायण मूर्ति)	1	3
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	प्राचीन काव्य : कबीर के दोहे (10 दोहा), सूरदास के पद (4 पद) (काव्य तरंग)	1	2
Instructional Hours			12
Suggested Learning Methods : Auditory			
III	1) आधुनिक काव्य : पुष्प की अभिलाषा - माखनलाल चतुर्वेदी , जलियांवाला बाग में बसंत - सुभद्राकुमारी चौहान, शक्ति और क्षमा - रामधारी सिंह दिनकर 2) संक्षिप्तीकरण	1	3
Instructional Hours			12
Suggested Learning Methods : Comprehensive Writing			

IV	अलंकार : 1) अर्थ अलंकार और शब्द अलंकार, 2) दिए गए चित्र पर कुछ वाक्य लिखना ।						1	2						
Instructional Hours											12			
Suggested Learning Methods : Auditory, Visual, Comprehensive														
V	गद्यांश लेखन, वाक्य शुद्धि, शब्द शुद्धि, अनेक शब्द के लिए एक शब्द						1	4						
Instructional Hours											12			
Suggested Learning Methods : Comprehensive writing														
Total Hours											60			
Text Books		1. नाटक - सत्यमेव जयते - (श्री सूर्यनारायण मूर्ति) 2. काव्य सुमन - राजपाल एंड सन्स												
Reference Books		1. हिंदी नाटक और रंगमंच - डॉ राम कुमार वर्मा 2. ओंकार नाथ वर्मा , सामान्य हिंदी अरिहंत प्रकाशन इंडिया लिमिटेड												
Web. URLs		1. www.webdunia.com 2. https://www.hindikunj.com 3. www.bhashaindia 4. Wwww.hindisamay.com												
Tools for Assessment (20 Marks)														
CIA I		CIA II		CIA III		Assignment		Seminar		Quiz		Total		
4		4		5		2		2		3		20		
Mapping														
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	-	-	H	M	M	L								
CO2	-	-	H	L	L	H								
CO3	-	-	-	L	M	H								
CO4	-	-	M	M	H	L								
CO5	-	-	L	M	H	L								
H-High; M-Medium; L-Low														
Course designed by							Verified by Chairman							
Dr. S Swarnalatha							Dr. S Swarnalatha							

Course Code	Title		
23U1MAL303	Part – I : Kavithayum Smaranayum		
Semester : III	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	കവിതാ സാഹിത്യ പരിചയത്തോടൊപ്പം പുതു കവിതകളെ കുറിച്ച് അവബോധവും ആസ്വാദനവും ഉയർത്തുക. വിദ്യാർത്ഥികൾക്ക് മാതൃകയാവുന്ന സമൂഹത്തിലെ ഉന്നത വ്യക്തിത്വങ്ങളെ പരിചയപ്പെടുത്തുക		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Creating Imagination and Self confidence		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	കവിതയിലൂടെയുള്ള സംവേദനം	Lecture / Video Methods	Assignment
CO 2	പ്രകൃതിയുടെ നിസ്വാർത്ഥമായ പ്രവർത്തനങ്ങൾ	Group Learning	Seminar
CO 3	അധ്യാപക വിഭാഗത്തിനിടയിൽ അവകാശ ബോധം ഉണ്ടാക്കുന്നു	Peer Teaching	Assignment
CO 4	സമൂഹത്തിന് മൂല്യബോധമുണ്ടാക്കുന്ന പ്രവർത്തനങ്ങൾ	Group learning	Group Project
CO 5	സമൂഹത്തിൽ അധ്യാപനത്തിന്റെ പ്രാധാന്യം	Worksheets / Dumb Charades	Assignment
Offered by	Department of Malayalam		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	നവീന കവിത - പുതു കവിതകൾ	1	4
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	നവീന കവിത - പുതു കവിതകൾ	1	3
Instructional Hours			12
Suggested Learning Methods : Auditory			
III	കണ്ണീരും കിനാവും - വി.ടി.ഭട്ടതിരിപ്പാട്	1	3
Instructional Hours			12
Suggested Learning Methods : Comprehensive writing			

IV	കണ്ടൽകാടുകൾക്കിടയിൽ - കല്ലേൻപൊക്കുടൻ	1	2										
Instructional Hours			12										
Suggested Learning Methods : Auditory, Visual													
V	കണ്ടൽകാടുകൾക്കിടയിൽ - കല്ലേൻപൊക്കുടൻ	1	3										
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing													
Total Hours			60										
Text Books	<ol style="list-style-type: none"> നവീന കവിത (പുതു കവിതകൾ) - നെഹ്റു കോളെജ് മലയാള വിഭാഗം എഡിറ്റു ചെയ്ത 10 കവിതകൾ . കണ്ണീരും കിനാവും - വി.ടി.ഭട്ടതിരിപ്പാട് -ഡി.സി. ബുക്സ് കണ്ടൽകാടുകൾക്കിടയിൽ - കല്ലേൻ പൊക്കുടൻ - ശ്രീൻ ബുക്സ് 												
Reference Books	<ol style="list-style-type: none"> മലയാള കവിതാപഠനങ്ങൾ - സച്ചിദാനന്ദൻ ,മാത്യുഭൂമി ബുക്സ്, കോഴിക്കോട് കവിതാ സാഹിത്യ ചരിത്രം - ഡോ.എം.ലീലാവതി കേരള സാഹിത്യ അക്കാദമി, തൃശ്ശൂർ ആധുനികത മലയാള കവിതയിൽ എൻ. അജയകുമാർ, പഠന സംഘം, ചങ്ങനാശ്ശേരി സാഹിത്യം മലയാളത്തിൽ ആത്മകഥ - നടുവട്ടം ഗോപാലകൃഷ്ണൻ , ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട് , തിരുവനന്തപുരം 												
Web. URLs :	1. http://www.keralaculture.org >literature												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	H	H	-	-	-	-	-	-	-
CO2	-	-	H	L	H	M	-	-	-	-	-	-	-
CO3	-	-	-	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	M	L	H	-	-	-	-	-	-	-
CO5	-	-	L	-	H	-	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
N Rajani							Dr. Smitha C R						

Course Code	Title		
23U1FRN303	Part – I : Le Francais General – III		
Semester : III	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	Acquisition of standard French by knowing more about the culture.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved understanding and communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Learn about the other French speaking nations, hobbies,	Lectures/ Tutorial	Assignment
CO 2	Le passé compose, l'imparfait	Group Learning	Assignment
CO 3	Social network, les indicateurs de temps	Peer Teaching	Seminar
CO 4	Le discours direct et indirect	Video Lecture / Lectures	Group Project
CO 5	To learn to answer questions orally in French	Group learning	Assignment
Offered by	Department of French		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	La langue francaise en action	1	1
Instructional Hours			12
Suggested Learning Methods : Visuals			
II	Aller a la rencontre des autres	1	2
Instructional Hours			12
Suggested Learning Methods : Group discussions			
III	Enrichir son reseau	1	3
Instructional Hours			12
Suggested Learning Methods : Group discussions			
IV	Vivre l'information	1	4
Instructional Hours			12
Suggested Learning Methods : Visuals			
V	Interroger le passe	1	5
Instructional Hours			12
Suggested Learning Methods : Comprehensive writing			
Total Hours			60

Text Books	1. Saison 2 Méthode de Français – Marie-Noëlle Cocton, Anouchka De Oliveira, Dorothée Duplex (Unit 0 to 4)													
Reference Books	1. Connexions 2 Methode de Français Régine Mérieux , Yves Loiseau													
Web. URLs	1. www.academia.edu													
Tools for Assessment (20 Marks)														
CIA I	CIA II			CIA III			Assignment		Seminar		Quiz		Total	
4	4			5			2		2		3		20	
Mapping														
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	-	-	H	M	H	H	-	-	-	-	-	-	-	
CO2	-	-	H	L	H	M	-	-	-	-	-	-	-	
CO3	-	-	-	M	M	H	-	-	-	-	-	-	-	
CO4	-	-	L	M	L	H	-	-	-	-	-	-	-	
CO5	-	-	L	-	H	-	-	-	-	-	-	-	-	
H-High; M-Medium; L-Low														
Course designed by								Verified by Chairman						
D Balaji								D Balaji						

Course Code	Title		
23U2ENG303	Part – II : Communicative English – I		
Semester : III	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to All UG Programmes)			
Course Objective	To enable the students to learn the different genres of literature and gain a better understanding of the English language.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	SD: Helps to develop LSRW skill		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Execute moral, ethical and literary merits and relate it to the society.	Lecture/Tutorial	Assignment
CO 2	Exhibit a comprehensive knowledge of poetry and execute life skills and human values through it.	Lecture/Tutorial	Assignment
CO 3	Develop reading strategies with enriched vocabulary, through short story.	Lecture/Tutorial	Speaking
CO 4	Identify the use of English language through the study of Grammar and use them in specific contexts.	Lecture/Tutorial	Reading
CO 5	Interpret their understanding of English works in LSRW mode	Lecture/Tutorial	Writing
Offered by	Department of English		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	Prose J.B. Priestley - Travel by Train R.K. Narayan - Headache E.M. Forster - Tolerance	1	1 - 3
Instructional Hours			12
Suggested Learning Methods : Intensive Reading			
II	Poetry William Blake - The School Boy Rudyard Kipling - If Sarojini Naidu - The Queen's Rival	1	4 - 6
Instructional Hours			12
Suggested Learning Methods : Scaffolding Method			
III	Short Stories O. Henry - After Twenty Years Edgar Allan Poe – Tell - Tale Heart Frank R. Stockton - The Lady or The Tiger?	1	7 - 9
Instructional Hours			12
Suggested Learning Methods : Flipped Learning			

IV	Herman Melville-Moby Dick (Abridged Version)	1	10 - 13										
Instructional Hours			12										
Suggested Learning Methods : Flipped Learning													
V	<p>Oral & Written Communication (UnitI–IV) Listening – Comprehension practice from Poetry, Prose, Online Voice Practice, observing / viewing E-content (with subtitles), Guest / Invited Lectures, Conference/ Seminar Presentations & Tests, and DD National News Live, BBC, CNN, VOA etc</p> <p>Speaking – In Group Discussion Forum, participate in the Turn Taking, and Conversation Management, Debating, Defending / Mock Viva Voce, Seminar Presentations on Classroom-Assignments, and Peer-Team-interactions.</p> <p>Reading–Different Reading Strategies in Poetry, Prose, Novel, Newspaper etc</p> <p>Writing – Modals, Concord, E-Mail & Report Writing, Spotting the Errors and How to avoid them, Sentence Completion, Prepositions, Idioms and Phrases, Collocation.</p>	1	14 - 17										
Instructional Hours			12										
Suggested Learning Methods : Activity Based Learning													
Total Hours			60										
Text Books	Unit I–V: Compiled by the Department of English												
Reference Books	CLIL (Content & Language Integrated Learning) – Module by TANSCHENOTE:(Text: Prescribed chapters or pages will be given to the students by the department												
Web. URLs													
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Speaking	Reading	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	H	-	M	M	H	M	H	H	M	H	M
CO2	M	-	H	-	H	M	H	M	H	H	M	H	M
CO3	M	-	H	-	H	H	H	H	H	H	M	H	M
CO4	M	L	H	-	H	-	H	H	H	H	M	H	H
CO5	H	M	H	-	H	H	H	H	H	H	H	H	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr Adappatu Ancy Antony							Dr R Malathi						

Course Code	Title		
23U3VCC307	Core Paper VII - Audiography		
Semester: III	Credits: 4	CIA: 25 Marks	ESE : 75 Marks
Course Objective	To demonstrate a basic professional level of accomplishment in the core areas of audio technology		
Course Category	Employability		
Development Needs	Global/Local/Regional		
Course Description	Students able to understand the field of audio production for film and television, audio techniques.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Remember the working principles of audio Equipments and basic understanding of audio theory.	Lecture	Seminar
CO 2	To Understand the basic professional skills in the field of Television, Radio and music.	Video Lecture	Slogan Writing
CO 3	To Apply the practicing of recording, edit, mix, and mastering audio.	NPTEL Videos/ Lecture	Audio Story Writing
CO 4	To Analyse the Equipments and platforms used in the audio industry.	Group Learning	Presentation
CO 5	To Develop idea about modern digital recording workflow.	NPTEL Videos/Lecture	Creating Jingles for Radio
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Perception of Sound-Nature-Characteristics Of Sound Wave-Transverse and Longitudinal Wave-Behavior of Sound in Various States. Amplitudes, Frequency, Velocity, Wavelength, Phase, Harmonics, Octaves, Over Tone and Timbre - Psychoacoustics-Dynamic Range-Noise. The Art of Hearing and Auditory Perception, Structure of Ear, Threshold of Pain And Hearing-Loudness.	1	1
Instructional Hours			12
Suggested Learning Methods: Learning by Teaching			
II	Microphones - Types, Characteristics, Design, Application, Patterns. Loudspeaker - Types, Design, Application, Crossover, Amplifiers-Amplifications, Preamplifier, VCA, DCA Concept, Power Amplifiers, Impedance Amplifier, Types, Uses, Characteristics. Signal Processor-Dynamic Processor, Time-Dependent Processor, Multiple Effect Processors, Concept of Plug-In, Side Chaining - Analogue V/S Digital Processors. Cables And Connectors - Fiber Optic Cables.	2	2
Instructional Hours			12
Suggested Learning Methods: Active Learning			

III	Concepts of dBm and dBV, dBFs, VU meter, Peak indicators, SPL, Analog mixer, Digital mixer, FOH mixer, Input output sections, Additional features in large mixing consoles, MIDI, On-Location recording, Monitoring, Speaker requirements, setting up a studio. Functions of sound in relation to picture, Strategies in designing sound.	1	2			
Instructional Hours			12			
Suggested Learning Methods : Group Learning						
IV	Basic Acoustics -SPL and Sound Power, Reflection Refraction, Diffusion, Diffraction, Absorption, Standing Waves. Reverberation, RT, Room Modes-Axial, Tangential Oblique Modes. Necessity of Reverberation, Control and Monitoring Rooms, Concert Halls and Theatres, Inverse Square Law, Absorption Coefficients of Materials. Sabine Equation, Growth and Decay of Sound in an Enclosure. Acoustical Features and Design of Auditoriums and Theaters. Delay, Echo, Filters, Effects. Reverberant Fields. Binaural Hearing, Stereo/ Mono	3	3			
Instructional Hours			12			
Suggested Learning Methods : Visual Learning						
V	DAW, Digital Audio , Mixers and Control Surfaces, Digital Release Formats and File Distribution. Digital Recording, Bit Depth, Sampling Rate, Dither, Multi-Track Recording, Anti-Aliasing. Dolby Formats – A,B, SRAtmos, Auro-3D, Mixing, Final Mixing, Audio Process, FX Processing, Bouncing and Mastering. Mobile Applications for Music Recording and Production: Wavepad, FL-Studio, etc. Podcasting – Introduction – types – medium – Future and scope of audio in film and media industry.	2	4			
Instructional Hours			12			
Suggested Learning Methods : Experientials Learning						
Total Hours			60			
Text Books	1. Tommys and Holmam, “Sound for digital video”, Focal press ,2007 2. Bruce and Jenny Barlet, “Practical recording techniques”, Elsevier Publication, 2007					
Reference Books	1. David Huber, Rober. E. Runstein, Modern Recording techniques, 6Th edition, 2. Michel. J .Havice, Basic laboratory exercise for field audio and TV production, Surjeeth Publication, 2006 3. Ronald. Mc. Donald, Home recording handbook, Frame trees publications, 2004.					
Web. URLs	https://youtu.be/qonbJHkxH8w?t=3					
Tools for Assessment (25 Marks)						
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total
5	5	5	4	3	3	25

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	-	-	M	-	-	H	H	M	M	H	H
CO2	L	M	-	M	H	L	L	-	H	H	M	H	H
CO3	M	H	H	M	H	L	L	H	H	H	H	H	H
CO4	-	H	H	L	M	-	L	H	H	H	H	H	H
CO5	M	H	-	L	M	-	-	H	H	H	M	H	H

H-High; M-Medium; L-Low

Course designed by	Verified by Chairman
Mr. Sanal Sudhakaran	Mr. R. Baiju Paul

Course Code	Title		
23U3VCP308	Core Paper - VIII Photography Practical		
Semester: III	Credits: 4	CIA : 40 Marks	ESE : 60 Marks
Course Objective	To impart knowledge on the principles of aesthetics and visual storytelling which lead to visualizing and creating still images.		
Course Category	Entrepreneurship		
Development Needs	Global/Local/Regional		
Course Description	Students to understand the utility of different camera parts, working out the lights while clicking pictures and the art of taking socio connected shots.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Understand the application of the different types of lens and filters.	Demonstration and lecture	Assignment
CO 2	To Apply different types of lights and lighting techniques.	Video Lecture	Group Project
CO 3	To Analyze the various Visual elements of composition.	Demonstration	Presentation
CO 4	To Create design using with application of Photo editing tools.	Lecture /Demonstration	Photo Essay
CO 5	To develop the function and structure skills in photo compositing.	Group Learning	Presentation
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	1. Pattern 2. Portrait 3. Children	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	4. Rim Lighting 5. Product – Indoor, Outdoor 6. Sports Photography	1	3
Instructional Hours			15
Suggested Learning Methods : Group Discussion			
III	7. Architecture- Interior, Exterior 8. Flora and fauna Photography 9. Street Photography	2	5
Instructional Hours			15
Suggested Learning Methods : Peer Team Learning			
IV	10. Photographs on Human Interest 11. Photographs on Foods and Beverage 12. Landscape Photography 13. News Photography	2	5,6
Instructional Hours			15

Suggested Learning Methods : E-module													
V	14. Candid photography 15. Bulb Mode (Light Painting) 16. Still life Photography 17. Photo Essay on Developmental Activities								2	7			
Instructional Hours											15		
Suggested Learning Methods : Group Projects													
Total Hours											75		
Text Books	1.Scott Kelby, The Digital Photography Book, volume 3:2009 2. Scott Kelby, Photoshop for Lightroom Users:2018												
Reference Books	1.Shirley Read, Exhibiting PhotographyA Practical Guide to Displaying Your Work:2014 2. Steve Luck, John Freeman, The Illustrated Practical Guide to Digital and Classic Photography:2017												
Web. URLs	https://www.youtube.com/watch?v=Xmn5JhL3PI&t=57s https://www.youtube.com/watch?v=KVBC2Pg81rw&t=736s												
Tools for Assessment (40 Marks)													
Creativity	Camera Operations	Concept	Test 1	Test 2	Observation Note Book	Total							
5	5	5	10	10	5	40							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	H	M	H	H	M	H	M	H	H	H
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H
CO3	H	M	L	H	H	H	H	L	M	H	M	M	H
CO4	L	M	L	L	M	M	H	H	H	M	H	M	M
CO5	H	M	L	H	H	H	H	H	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Mr. Sanal Sudhakaran							Mr. R. Baiju Paul						

Course Code		Title		
23U3VCR303		Allied Paper - III Audio Production Practical		
Semester: III		Credits: 4	CIA : 40 Marks	ESE : 60 Marks
Course Objective		To teach how to record, edit, mix, and master audio for post-production and music production in a professional standard digital audio platform		
Course Category		Employability		
Development Needs		Global		
Course Description		Provides an introduction to the field of audio production for film and television, along with post-production audio techniques.		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	To Understand the audio recording and mixing following the production formats.	Demonstration with Audio recording	Variant audio in separate track	
CO 2	Apply make independent, imaginative and creative approaches to problem solving in the field of audio production for various applications in media.	Video Lecture	Various tool and Software interface	
CO 3	Analyze the techniques in a manner that displays practical and creative understanding and fluency.	Video Lecture	Technical notes assignment	
CO 4	Create design using audio production fundamentals associated with signal flow, microphones, recording, mixing, production and mastering.	Demonstration	Audio and Video synchronization	
CO 5	Develop their skills in various recording enhanced instruments.	Interactive text and Audio	Audio Jingle	
Course Content		Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters	
I	1.Record vocals using a Microphone with the help of a software.(Dur 1 min) 2. Remove noise and other Glitches in an audio recorded from outdoor.	1	1	
			Instructional Hours	15
Suggested Learning Methods: Learning by Teaching				
II	3.Blend Sound effects to create certain moods. 4.Record any 3 acoustical instruments using proper mics and placements.	2	4	
			Instructional Hours	15

Suggested Learning Methods: Visual Learning						
III	5.Process and edit any sound using these effect processors(software/hardware) a. Reverb b. Delay c. Compressor d. Chorus e. Flanger	1	2			
Instructional Hours			15			
Suggested Learning Methods : Audio Visual Learning						
IV	6.Record any 5 types of sound S-Fx using recorders/mics/mobile phone. 7. Dubbing for commentary.(2 min) 8. Create a signature tune with VSTs and mix it with caption(voice).	2	3			
Instructional Hours			15			
Suggested Learning Methods : Audio Visual Learning						
V	9. Produce programs for different radio formats. a) Radio chat b) Radio announcing c) Radio interview 10. Multitrack voice labeling, Fx mixing, BGM mixing for a audio story book.(3-5 min) Project: Use video from film library individually record Multitrack recording of voice for 5 min duration.	2	4			
Instructional Hours			15			
Suggested Learning Methods : Experiential Learning						
Total Hours			75			
Text Books	1.Tommys and Holmam, “Sound for digital video”, Focal press ,2007 2.Bruce and Jenny Barlet, “Practical recording techniques”, Elsevier Publication, 2007					
Reference Books	1.David Huber, Rober. E. Runstein, Modern Recording techniques, 6Th edition, 2.Michel. J .Havice, Basic laboratory exercise for field audio and TV production, Surjeeth Publication, 2006 3.Ronald. Mc. Donald, Home recording handbook, Frame trees publications, 2004.					
Web. URLs	https://www.google.co.in/books https://www.youtube.com/watch?v=JnOBiYshAa8					
Tools for Assessment (40 Marks)						
Audio script	Concept	Creativity	Test I	Test II	Observation note	Total
5	5	5	10	10	5	40

Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	H	M	H	M	-	M	L	H	L	M	H
CO2	L	M	H	M	H	M	-	H	M	H	M	M	L
CO3	M	H	H	M	H	M	-	M	H	H	-	L	H
CO4	H	M	-	M	L	M	-	H	M	H	-	H	M
CO5	M	L	-	M	L	M	-	H	-	H	M	H	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Mr. Sanal Sudhakaran							Mr. R. Baiju Paul						

Course Code	Title		
23U4VCS301	Skill Based Paper -I News Reporting		
Semester: III	Credits: 3	CIA : 20 Marks	ESE : 55 Marks
Course Objective	To learn the students the Art and skills of news identification and reporting		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	This course introduces students to writing for the mass media and content writing ability		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To understand the knowledge on how to identify a news story.	Lecture	Assignment
CO 2	To apply the various types of news sources for writing news.	Video lecture	Seminar
CO 3	To Analyze the global media content which affect the cultural change	Group Activities	News Writing
CO 4	To evaluate the basics of news writing skills.	Demonstration on Writing	News Writing/Presentation
CO 5	To develop their vocabulary and language proficiency.	Video Lecture	Case study
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	News – Definitions- Types, functions; Sources - Importance of Sources, Types of Sources, Credibility, Identifying , Establishing and Maintaining Contacts, Contact book, Confidentiality, Paying the sources, Tip-Off, Check calls, Anonymity.	1	1
Instructional Hours			12
Suggested Learning Methods: Learning by Teaching			
II	Beat Definition- Types of Beats, Skills required for the - Political Beat , Crime Beat , Court Beat, Sports Beat, Business Beat, News value, Factors of News Worthiness, Local Pulse, Proximity, Immediacy, Relevance, Nose for News, Timeliness, News Sense, Computer Assisted Reporting.	2	2
Instructional Hours			12
Suggested Learning Methods: Active Learning			
III	Brainstorming- Story Idea, Story Mapping , Deciding Story angle and Approach, Research Plus - Minus - Interesting Techniques, Story Board, Idea for Features, News Documentary.	1	2
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
IV	Basics of News Writing- 5Ws 1H, Inverted Pyramid ,Intro and Leads, Types of Lead, Writing Headlines, Sub - Editing , Feature Writing , Hour - Glass Structure, Telling the Story , Placing the Key Words ,Developing the Story, Signposting ,	3	3

	Ending the Story, Last line and the last word.													
Instructional Hours													12	
Suggested Learning Methods : Visual Learning														
V	Writing for soft and hard news- Quotation, Attribution, Spelling, Punctuation, Abbreviations, Figures, Hyperbole, and Adjectives Editing techniques, Editing Software's, Proof reading.										2	4		
Instructional Hours													12	
Suggested Learning Methods : Case based learning														
Total Hours													60	
Text Books	1. Narendra Basu, News Reporting, Ajay varma publications, 2017. 2. Madhurselvaraj, News Editing and Reporting, Dominant publications,2017. 3. Manojkumarsingh, The Reporting, Mohith publications,2007.													
Reference Books	1.Paul Manning, News and News Sources, Sage Publications, 2004. 2.Antony Friedman, Writing for Visual Media, Focal Press, April 2001.													
Web. URLs	https://youtu.be/WH7FgHdJyOI?t=1													
Tools for Assessment (20 Marks)														
CIA I	CIAII	CIA III	Presentation	Assignment	Seminar	Total								
4	4	5	2	2	3	20								
Mapping														
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	M	M	L	H	H	M	M	M	L	H	H	M	M	
CO2	M	M	H	H	H	M	M	S	H	H	H	M	M	
CO3	L	M	H	M	H	L	L	M	H	M	H	L	M	
CO4	L	M	M	M	M	L	L	M	M	M	M	L	M	
CO5	L	M	M	L	H	L	L	M	M	L	H	L	M	
H-High; M-Medium; L-Low														
Course designed by							Verified by Chairman							
Dr. K.Pradeep							Mr. R. Baiju Paul							

Course Code	Title		
22U4NM3BT1	Part – IV : Basic Tamil – I		
Semester : III	Credits : 2	CIA : 50 Marks	
(Common to all UG Programmes)			
Course Objective	தமிழ் மொழியைக் கற்பித்தல்—மொழித்திறனை வளர்த்தல்.		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	தமிழ் எழுத்துக்கள் அறிமுகம் செய்தல் மற்றும் வாசித்தல் ஆகியவற்றின் பயன்பாடு.	குழு விவாதம்	ஒப்படைவு
CO 2	பிறமொழி கற்றல் ஆர்வம் தூண்டல்.	குழு விவாதம்	கருத்தரங்கு
CO 3	பிறமொழி அறிவுத் திறன் மேம்படச்செய்தல்	விரிவுரை/ காணொளிப்பட விளக்கம்	குழுத்திட்டம்
CO 4	வார்த்தை அமைக்கும் திறன் பெறச்செய்தல்.	விரிவுரை/ குழு விவாதம்	குழுத்திட்டம்
CO 5	கையெழுத்துத்திறன் பெறச்செய்தல்.	குழு விவாதம்	குழுத்திட்டம்
Offered by	தமிழ்த்துறை		
Course Content : Basic Tamil - I		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	தமிழ் மொழியின் அடிப்படைக் கூறுகள்	இலக்கணம்	1.உயிர்எழுத்துக்கள் 2.மெய் எழுத்துக்கள் 3.உயிர்மெய் எழுத்துக்கள்
			Instructional Hours 6
Suggested Learning Methods : எழுத்துக்களை எழுதும் மற்றும் வாசிக்கும் திறன் பெற்றமை			
II	சொல் அமைத்தல்	இலக்கணம்	1.ஓர் எழுத்து ஒருமொழி 2.இரண்டுமூதல் ஐந்து எழுத்துச்சொற்கள் 3.தமிழ் மாதங்கள் பெயர்,கிழமைகளின் பெயர் 4.வண்ணங்கள் பெயர், 5.சொல் ஆக்கம்
			Instructional Hours 6
Suggested Learning Methods : எழுத்துக்களை கொண்டு சொற்களை உருவாக்கும் பயிற்சி பெற்றமை			
III	தொடரமைப்பு	தொடரமைப்பு	1.எழுவாய் 2.செயப்படுபொருள்
			Instructional Hours 6
Suggested Learning Methods : சொற்களைக் கொண்டு தொடர் உருவாக்கும் பயிற்சி பெற்றமை			
IV	குறிப்பு எழுதுதல்	இலக்கணம்	1.தொடரமைப்பு 2.பத்தி அமைப்பு
			Instructional Hours 6
Suggested Learning Methods : பத்தி அமைப்பு உருவாக்கும் திறன் பெற்றமை			

V	பிழைநீக்குதல்	இலக்கணம்	1.ஒற்றுப்பிழை 2.வாக்கியப் பிழை
			Instructional Hours 6
Suggested Learning Methods : இலக்கணப் பிழை இன்றி எழுதும் திறன் பெற்றமை			
			Total Hours 30
Text Books	1. இளங்கலை தமிழ் மாணவர்களுக்குரிய பாடநூல்“அரிச்சுவடி” தொகுப்பு: தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி,கோயம்புத்தூர்.		
Reference Books	1. பவணந்தி முனிவர்,நன்னூல் பூலியூர்க்கேசிகன் உரை,சாரதா பதிப்பகம், சென்னை-40. 2. தொல்காப்பியம், கணேசையர் பதிப்பு,உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை -113.		
Web. URLs	-		
Course designed by		Verified by Chairman	
Dr S Satheesh Kumar		Dr A Sridevi	

Course Code	Title		
22U4NM3AT1	Part – IV : Advanced Tamil – I		
Semester : III	Credits : 2	ESE : 50 Marks	
(Common to all UG Programmes)			
Course Objective	புதுக்கவிதை உருவாக்கும் திறன் வளர்த்தல் - மொழித்திறனை மேம்படுத்துதல்		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்		
Course Outcomes	Teaching Methods	Assessment Methods	
CO 1	புதுக்கவிதை படைக்கும் திறன் வளர்த்தல்	விரிவுரை	குழுத்திட்டம்
CO 2	படைப்பாக்கத்திறன் அறிவு பெறச்செய்தல்.	விரிவுரை/ குழு விவாதம்	கருத்தரங்கு
CO 3	தகவல் தொடர்பியலுக்கான கடிதம், அமைவுத்திறன் பெறச்செய்தல்	விரிவுரை/ காணொளிப்பட விளக்கம்	கருத்தரங்கு
CO 4	மொழியைப்பிழையின்றிப்பேசும் ,எழுதும் திறன் பெறச் செய்தல்	விரிவுரை	ஒப்படைவு
CO 5	கடிதம் எழுதுதல் மற்றும் மொழியறிவைப் பெறுதல்.	விரிவுரை/ காணொளிப்பட விளக்கம்	குழுத்திட்டம்
Offered by	தமிழ்த்துறை		
Course Content	Instructional Hours / Week : 2		
Unit	Description	Text Book	Chapters
I	புதுக்கவிதை	1. பாரதியார் 2. பாரதிதாசன்	1.1. தேசபக்திபாடல் தாயின் மணிக்கொடி பாரீர் 1.2. பாரதிதாசன்(தமிழ்மொழிபற்று – கனியிடை, தமிழுக்கும் அழுதென்று)
Instructional Hours			6
Suggested Learning Methods : கவிதை எழுதும் திறன் பெற்றமை			
II	பிழை நீக்குதல்	இலக்கணம்	2.1. சொற்பிழை நீக்கம் 2.2. தொடர்பிழை நீக்கம் 2.3. பத்தி எழுதச் செய்தல்
Instructional Hours			6
Suggested Learning Methods : வாக்கியங்களைப் பிழை இன்றி எழுதும் திறன் பெற்றமை			
III	இலக்கணப் பயிற்சி அளித்தல்	இலக்கணம்	3.1. தொகை நிலைத் தொடர் 3.2. தொகா நிலைத்தொடர் 3.3.ஆகுபெயர் வகைகள்
Instructional Hours			6
Suggested Learning Methods : இலக்கணப் பிழை இன்றி எழுதும் பயிற்சி பெற்றமை			

IV	கடிதம் எழுதுதல்	இலக்கணப் பயிற்சி ஏடு	4.1. பாராட்டுக்கடிதம் 4.2. நன்றிக்கடிதம் 4.3. அழைப்புக்கடிதம் 4.4. அலுவலகக்கடிதம் 4.5. நட்புக்கடிதம்
Instructional Hours			6
Suggested Learning Methods : கடிதம் எழுதும் திறன் பெற்றமை			
V	இலக்கிய வரலாறு	தமிழ் இலக்கிய வரலாறு	1. வேலு நாச்சியார் 2. கப்பலோட்டிய தமிழன்
Instructional Hours			6
Suggested Learning Methods : தமிழ் இலக்கிய வரலாற்றின் சிறப்பினை அறிய பெற்றமை			
Total Hours			30
Text Books	1. இளங்கலை தமிழ் மாணவர்களுக்குரிய பாடநூல் “திரட்டு” தமிழ்த்துறை. தொகுப்பு: தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.		
Reference Books	1. பாரதியார் – பாரதியார்கவிதைகள், அபிராமிபதிப்பகம், 7- பி,கொடிமரத் தெரு, சென்னை – 013 2. பவணந்திமுனிவர் – நன்னூல், பூலியூர்க்கேசிகள் உரை, சாரதா பதிப்பகம், சென்னை - 040		
Web. URLs			
Course designed by		Verified by Chairman	
Dr S Satheesh Kumar		Dr A Sridevi	

Course Code		Title	
22U4NM3CAF/ 21U4NM3CAF		Non Major Elective : Consumer Affairs	
Semester : III		Credits : 2	ESE : 50 Marks
(Common to all UG Programmes)			
Course Objective	To enable the students to understand the concepts of Consumers and Markets		
Course Category	Employability		
Development Needs	National & Global		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Know their rights and responsibilities as a consumer	Lecture/ Video Lectures	Assignment
CO 2	Gain knowledge about Consumer protection law in India	Lecture/ Peer Teaching	Seminar
CO 3	Understand the procedure about redressed of consumer complaints	Lecture/ Group Discussion	Seminar
CO 4	Learn about Consumer related regulatory agencies and Norms	Lecture/ Role Play	Assignment
CO 5	Comprehend Business Firms, Interface with Consumers.	Lecture/ Group Discussion	Quiz
Offered by	Department of Business Administration		
Course Content	Instructional Hours / Week : 2		
Unit	Description	Text Book	Chapters
I	Conceptual Framework - Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labelling and packaging along with relevant laws, Legal Metrology. Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process.	1	1 & 2
Instructional Hours			6
Suggested Learning Methods : Video lectures			
II	The Consumer Protection Law in India Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice.	1	5 & 6
Instructional Hours			6
Suggested Learning Methods : Peer Teaching			

III	Grievance Redressal Mechanism under the Indian Consumer Protection Law								2	1			
	Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Offences and penalties.												
Instructional Hours									6				
Suggested Learning Methods : Group Discussion													
IV	Role of Industry Regulators in Consumer Protection - Industry self-regulation (ISR) Protection Policies, Consumer Protection Agencies								2	4			
	i. Telecommunication: TRAI ii. Food Products: FSSAI Insurance : IRDA and Insurance Ombudsman												
Instructional Hours									6				
Suggested Learning Methods : Role Play													
V	Contemporary Issues in Consumer Affairs								2	6 & 7			
	Consumer Movement in India: Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing. Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance.												
Instructional Hours									6				
Suggested Learning Methods : Group Discussion													
Total Hours									30				
Reference Books		<ol style="list-style-type: none"> 1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) Consumer Affairs, Universities Press. 2. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd. 											
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	-	-	-	M	H	H	M	M	-	-	-	-
CO2	L	-	-	-	M	H	H	M	M	-	-	-	-
CO3	L	-	-	-	M	H	M	M	M	-	-	-	-
CO4	L	-	-	-	M	H	H	M	M	-	-	-	-
CO5	L	-	-	-	M	H	H	M	M	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by								Verified by Chairman					
Dr. R A Ayyapparajan								Dr. R A Ayyapparajan					

Course Code	Title		
22U4NM3GST	Non Major Elective : Gender Sensitization		
Semester : III	Credits : 2	ESE : 50 Marks	
(Common to all UG Programmes)			
Course Objective	To raise awareness of gender, promote gender equality, and equip learners with key concepts and principles of gender sensitization.		
Course Category	Skill Development, Employability and Entrepreneurship		
Development Needs	Local, National and Global		
Course Description	The course aims an exploration of overview of gender, its social construction, gender issues and challenges in India, and equips learners with key concepts and principles of gender sensitization to promote inclusivity and equity.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Learn gender roles, socialization, and stereotypes.	Direct Instruction	Assignment
CO 2	Recognize the gender discrimination causes, areas, and levels in institutions.	Direct Instruction	Seminar
CO 3	Identify the gender identity formation, types, families, and socialization in India.	Video Lessons	Assignment
CO 4	Understand the gender concerns in access, enrollment, retention, participation, and achievement.	Direct Instruction	Assignment
CO 5	Apply the Laws Related to Women	Direct Instruction	Exhibition
Offered by	Department of Costume Design and Fashion		
Course Content	Instructional Hours / Week : 2		
Unit	Description	Text Book	Chapters
I	Gender Socialisation and Gender Roles: Introduction- Meaning of Sex and Gender, Gender Socialisation– Definitions, Agents of Gender Socialisation, Gender Roles- Meaning, Definitions, Nature of Gender Roles, Factors Determining Gender Roles/Stereotypes	1	-
Instructional Hours			6
Suggested Learning Methods : Group discussions			
II	Gender Discrimination: Gender Discrimination - Meaning and Causes of Gender Discrimination, Areas of Gender Discrimination, Gender Discrimination at Different Levels of Institutions	1	-
Instructional Hours			6
Suggested Learning Methods : Video documentaries and films			
III	Gender Identity: Gender Identity - Meaning, Formation and Factors of Gender Identity, Types of Gender Identity, Types of Families in India, Gender Socialisation within Indian Families	1	-
Instructional Hours			6
Suggested Learning Methods : Case Method			

IV	Gender Concerns: Gender Concerns Related to Access, Enrolment, Retention, Participation, and Achievement								1	-			
Instructional Hours										6			
Suggested Learning Methods : Video documentaries and films													
V	Laws Related to Women: Laws Related to Rape, Laws Related to Dowry - Dowry Prohibition Act, 1961, Laws Related to Remarriage, Laws Related to Divorce, Laws Related to Property Inheritance, Laws Related to Trafficking, Constitutional and Legal Aspects related to Women - Women's Reservation Bill – History and Current Status								1	-			
Instructional Hours										6			
Suggested Learning Methods : Case Method													
Total Hours										30			
Text Books	1. Gender School and Society : Self-learning Material, MANGALORE UNIVERSITY, Printed at Datacon Technologies, Bangalore, 2018												
Reference Books	1. United Nations Development Programme. (2014). Gender Equality and Women's Empowerment: Training Manual. New York: UNDP.												
Web. URLs	1. Coursera - https://www.coursera.org/courses?query=gender%20sensitization 2. edX - https://www.edx.org/learn/gender-sensitization 3. Udemy - https://www.udemy.com/topic/gender-sensitization/												
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	M	H	H	M	-	-	-	-	-
CO2	H	M	M	M	H	H	M	M	-	-	-	-	-
CO3	H	M	M	M	M	H	H	M	-	-	-	-	-
CO4	H	M	M	M	L	H	H	M	-	-	-	-	-
CO5	H	M	M	M	M	H	M	M	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by								Verified by Chairman					
M Nandhini								Dr S Jayapriya					

Course Code		Title	
22U4NM3WRT / 21U4NM3WRT		Non Major Elective : Women's Rights	
Semester : III		Credits : 2	ESE : 50 Marks
(Common to all UG Programmes)			
Course Objective		To facilitate the awareness about the social, economical, political, intellectual or cultural contributions of Women in India.	
Course Category		Skill Development	
Development Needs		National	
Course Description		Apply the knowledge of Rights related to women for their betterment.	
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Aware of basic constitutional rights	Lecture/ Case Study/ Role Play	Seminar
CO 2	Gain awareness on Political rights	Lecture/ Case Study/ Role Play	Role Play
CO 3	Understand individual and familial rights	Lecture/ Case Study/ Role Play	Role Play
CO 4	Grasp the provisions for Women's Rights in India	Lecture/ Case Study/ Role Play	Role Play
CO 5	Develop an understanding of the Protection Mechanisms for women	Lecture/ Case Study/ Role Play	Assignment
Offered by	Department of Social Work		
Course Content	Instructional Hours / Week : 2		
Unit	Description	Text Book	Chapters
I	Constitutional Rights of Women in India: Indian constitution relating to women - Fundamental rights - Directive principles of state policy - right to equality – rights against exploitation cultural and educational rights - the right to constitutional remedy - University Declaration of Human Rights -Enforcement of Human Rights for Women and Children - Role of Cells and Counseling Centers - Legal AID cells, Help line, State and National level Commission	4	2
Instructional Hours			6
Suggested Learning Methods : Seminar			
II	Political Rights of Women in India: Political Rights of Women in India - Electoral process – women as voters - candidates and leader - pressure group, 73rd and 74 th amendment and representation of women in local self –government – women in Rural and urban local bodies - Reservation of women - party ideologies and women's issues.	5	1
Instructional Hours			6
Suggested Learning Methods : Role Play			

III	Women's Rights: Access to Justice: Introduction – Criminal Law – Crime Against Women Domestic Violence – Dowry Related Harassment and Dowry Deaths - Molestation – Sexual Abuse and Rape Loopholes in Practice–Law Enforcement Agency								3	7			
	Instructional Hours										6		
Suggested Learning Methods : Role Play													
IV	Women's Rights: Violence Against Women – Domestic Violence The Protection of Women from Domestic Violence Act 2005, The Marriage Validation Act 1982 - The Hindu Widow Remarriage Act 1856 - The Dowry Prohibition Act 1961.								3	5			
	Instructional Hours										6		
Suggested Learning Methods : Creative Art Assignments													
V	Special Women Welfare Laws: Sexual Harassment at Work Places, Rape and Indecent Representation, The Indecent Representation (Prohibition) Act, 1986, Immoral Trafficking, The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment, Role of Rape Crisis Centers. Protection of Children from sexual Offences Act 2012.								3	9			
	Instructional Hours										6		
Suggested Learning Methods : Community Participation Program													
Total Hours										30			
Reference Books		<ol style="list-style-type: none"> 1. P. D. Kaushik “Women Rights” Book well Publication 2007 UN Centre for Human Rights, Discrimination against Women (Geneva: World Campaign for Human Rights,1994). 2. Agnes, Flavia. (1992). “Give us “Give us This Day Our Daily Bread: Procedures and Case Law on Maintenance”. Majlis, Bombay. 3. Agnes, Flavia. (1999). “Law and Gender Inequality: The Politics of Women’s Rights in India”. OUP, New Delhi 											
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	M	M	H	M	M	M					
CO2	H	M	M	H	M	M	H	H					
CO3	H	M	M	H	M	H	M	M					
CO4	M	H	M	H	M	M	M	H					
CO5	H	M	M	H	M	H	M	M					
H-High; M-Medium; L-Low													
Course designed by						Verified by Chairman							
Dr. P Nathiya						Dr. P Nathiya							

23U1TAM404		Part – I : Muthamizh		
Semester : IV		Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)				
Course Objective	சங்ககால மக்களின் வாழ்வியல் வாயிலாக பண்பாட்டுக் கூறுகளை உணர்த்துதல்			
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)			
Development Needs	Regional (உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)			
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல் மற்றும் உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்			
Course Outcomes			Teaching Methods	Assessment Methods
CO 1	தமிழர்களின் வாழ்வியல் பண்புகளைக் கற்று அறிதல்.		விரிவுரை/ காணொளிப்பட விளக்கம்	ஒப்படைவு
CO 2	தமிழ் இலக்கிய வகைகளைக் கூறுவதன் மூலம் தமிழின் இலக்கிய வளத்தை உணரச்செய்தல்.		விரிவுரை	குழுதிட்டம்
CO 3	மாணவர்களிடையே காலத்திற்கேற்ப மனவளர்ச்சியை உருவாக்குதல்.		விரிவுரை/ காணொளிப்பட விளக்கம்	கருத்தரங்கு
CO 4	நாட்டின் சிறந்த குடிமக்களாக மாணவர்களை உருவாக்குதல்.		விரிவுரை	ஒப்படைவு
CO 5	மாணவர்களின் மனநலத்தை வளர்த்தல்.		விரிவுரை/குழு விவாதம்	கருத்தரங்கு
Offered by	தமிழ்த்துறை			
Course Content : Muthamizh			Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters	
I	எட்டுத்தொகை	1. நற்றிணை 2. குறுந்தொகை 3. பதிற்றுப்பத்து 4. புறநானூறு	1.1 குறிஞ்சி: நின்ற சொல்லார் ..., 1.2 முல்லை : இளமை பாரார் ..., குறிஞ்சி : நிலத்தினும்..., பாலை :ஆடு அமை ...விளையாட்டு ஆயமொடு) 1.3 ஐந்தாம் பத்து : ஊன் தூவை அடிசில் 1.4 யாதும் ஊரே .. பல் சான்றீரே .., அற்றைத்திங்கள்	
			Instructional Hours	12
Suggested Learning Methods: சங்க இலக்கியவழி பண்புகளை அறியச்செய்தல்				
II	பத்துப்பாட்டு	1. சிறுபாணாற்றுப்படை 2. குறிஞ்சிப்பாட்டு 3. பொருநர்ஆற்றுப்படை 4. மதுரைக்காஞ்சி	2.1. கடையெழு வள்ளல்கள் சிறப்பு 2.2 அறத்தொடு நிறறல் 2.3 மன்னனின் விருந்தோம்பல் 2.4. பாண்டியநெடுஞ்செழியன் குடிச்சிறப்பு	
			Instructional Hours	12
Suggested Learning Methods : புலவர்களின் மாண்புகளை வெளிப்படுத்துதல்				
III	அற இலக்கியங்கள்	1. நான்மணிக்கடிகை 2. இனியவைநாற்பது 3. களவழிநாற்பது- 4. ஆசாரக்கோவை	விளம்பிநாகனார் - (1-5 பாடல்கள்) பூதஞ்சேந்தனார் - (1-5 பாடல்கள்) பொய்கையார் - (11-15பாடல்கள்) பெருவாயின் முள்ளியார் (1-5பாடல்கள்)	
			Instructional Hours	12
Suggested Learning Methods : அற இலக்கியங்களின் மாண்புகளை அறிய பெற்றமை				

IV	தமிழ்ச் செயலிகள்	தனித்தமிழ்	4.1 செயலிகள் அறிமுகம் 4.2 வகைகள் 4.3 மொழிபெயர்ப்பு செயலிகள் 4.4 தமிழ் செயலிகள்										
Instructional Hours												12	
Suggested Learning Methods : தமிழ்ச் செயலிகள் பற்றி அறியும் வாய்ப்பு பெற்றமை													
V	இலக்கணம்	1. நன்னூல் 2.தொல்காப்பியம்	5.1 முதற்பொருள்,கருப்பொருள்,உரிப்பொருள் 5.2 பத்து அழகு 5.3 பத்து குற்றம் 5.4 ஆங்கிலத்திலிருந்து தமிழில் மொழிபெயர்த்தல்										
Instructional Hours												12	
Suggested Learning Methods : இலக்கண மாண்புகளை அறியும் திறன் பெற்றமை													
Total Hours												60	
Text Books	1. இளங்கலை முதலாம் ஆண்டு தமிழ் மாணவர்களுக்குரிய பாடநூல் தொகுப்பு: “முத்தமிழ்” தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.												
Reference Books	1. சங்க இலக்கியங்கள் - (எட்டுத்தொகை,பத்துப்பாட்டு) கழகவெளியீடு,திருநெல்வேலி. 2. தனித்தமிழ் - இளசுந்தரம், விகடன் பிரசுரம். சென்னை												
Web. URLs													
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Project	Total							
4	4	5	2	2	3	20							
Mapping													
PO /CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	L		H	M	M	H	-	-	-	-	-
CO2	-	-	H	-	M	L	M	H	-	-	-	-	-
CO3	-	-	H	-	L	L	M	H	-	-	-	-	-
CO4	-	-	M	-	L	H	H	M	-	-	-	-	-
CO5	-	-	L	-	M	H	L	M	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S Satheesh Kumar							Dr. A Sridevi						

Course Code	Title		
23U1HIN404	Part – I : Prayogik Hindi		
Semester : IV	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	साक्षरता प्रशंसा और विश्लेषण के सौंदर्य, सांस्कृतिक और सामाजिक पहलुओं के प्रति छात्रों को संवेदनशील बनाना। उन्हें विभिन्न कालों के प्रख्यात लेखकों के हिंदी कथा साहित्य के बेहतरीन नमूने उपलब्ध कराना।		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved accuracy & quality, improved communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	छात्र हिंदी भाषा से अच्छी तरह वाकफ हो सकेंगे।	Smart boards and Role play	Assignment
CO 2	पाठ्यक्रम संवादी हिंदी में पारंगत होने में मदद करता है।	Group learning Acting and Story Narration	Seminar
CO 3	छात्र आधुनिक हिंदी साहित्य का ज्ञान प्राप्त कर सकेंगे।	Smart boards and YouTube Videos	Assignment
CO 4	छात्रों को निबंध लेखन में अच्छा अभ्यास मिलेगा।	Group learning and Work sheets	Group Project
CO 5	छात्रों को फिल्म की समीक्षा करने का अभ्यास मिलेगा।	Worksheets and Exercises	Seminar
Offered by	Hindi		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	विरुद्ध उपन्यास: (मृणाल पाण्डे)	1	4
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	कथा माला : लौटना और लौटना (मृदुला गर्ग) , ममता (जयशंकर प्रसाद), आदमी का बच्चा (यशपाल)	1	3
Instructional Hours			12
Suggested Learning Methods : Auditory			
III	1. दिए गए अनुच्छेद पर समीक्षा लिखना 2. आधुनिक काल: प्रवृत्तियां और कवि	1	3
Instructional Hours			12
Suggested Learning Methods : Comprehensive Writing			

IV	1. सामान्य निबंध : आधुनिक शिक्षा प्रणाली , मोबाइल का दुष्परिणाम, आधुनिक युवा पीढ़ी 2. हिंदी में दी गई कहानी के लिए सारांश लिखना।						1	2					
Instructional Hours							12						
Suggested Learning Methods : Auditory, Visual, Comprehensive													
V	सिनेमा समीक्षा : पद्मावत						1	4					
Instructional Hours							12						
Suggested Learning Methods : Comprehensive writing													
Total Hours							60						
Text Books	1. विरुद्ध उपन्यास: (मृणाल पाण्डे) 2. कहानी कुंज , गोविंद प्रकाशन , मथुरा 3. हर हाल बेगाने - मृदुला गर्ग , राजपाल एंड संस , दिल्ली 4. मेरा परिवार , लोकभारत प्रकाशन , इलाहाबाद												
Reference Books	1. संजय चौहान , समकालीन हिंदी साहित्य विचार और विवाद , आशा किताबें 2. श्री रामदेव, व्याकरण प्रदीप, लोकभारती प्रकाशन, अलाहाबाद 3. डॉ वासुदेव नंदन प्रसाद, आधुनिक हिंदी व्याकरण और रचना, भारती भवन प्रकाशक 4. ओंकार नाथ वर्मा , सामान्य हिंदी , अरिहंत प्रकाशन भारत लिमिटेड												
Web. URLs	1. www.webdunia.com 2. www.hindikunj.com 3. hindi-natak-vikas.html 4. www.bhashaindia 5. www.hindisamay.com 6. https://ebook.pustak.org/												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	M	L							
CO2	-	-	H	H	L	H							
CO3	-	-	-	L	L	H							
CO4	-	-	M	M	H	L							
CO5	-	-	L	L	H	L							
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S Swarnalatha							Dr. S Swarnalatha						

Course Code	Title		
23U1MAL404	Part – I : Drisyakalaa Saahithyam		
Semester : IV	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	സിനിമ എന്ന മാധ്യമത്തിന്റെ വിവിധ തലങ്ങളെ ആഴത്തിൽ മനസ്സിലാക്കാൻ കഴിയുന്നു. ദൃശ്യാവിഷ്കരണത്തെ കുറിച്ചുള്ള അറിവ് ലഭിക്കുന്നു.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Proper guidance, opportunities and encouragement that help them achieve their ambitions		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	തിരക്കഥയിലെ സംഭാഷണത്തിന്റെ പ്രസക്തി	Lecture / Video Methods	Assignment
CO 2	മനക്കരുത്തിലൂടെ വീട്ടിലെ എല്ലാ അംഗങ്ങളെയും ദുഃഖം അറിയിക്കാതെ മംഗളകർമ്മം നടത്തുന്നു.	Group Learning	Seminar
CO 3	കുടുംബത്തിന്റെ തകരുന്ന മൂല്യത്തെ ഉയർത്തുന്നു	Peer Teaching	Assignment
CO 4	ദൃശ്യാവിഷ്കരണം മലയാളത്തിൽ	Group Learning	Group Project
CO 5	രംഗവേദിയുടെ അവതരണം	Lecture / Dumb Charades	Assignment
Offered by	Department of Malayalam		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	തിരക്കഥ - ഞാൻ പ്രകാശൻ	1	5
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	തിരക്കഥ - ഞാൻ പ്രകാശൻ	1	5
Instructional Hours			12
Suggested Learning Methods : Auditory, Visual			
III	തിരക്കഥ - ഞാൻ പ്രകാശൻ	1	3
Instructional Hours			12
Suggested Learning Methods : Visual Learning			

IV	നാടകം - ഭരതവാക്യം						1	2					
Instructional Hours							12						
Suggested Learning Methods: Auditory, Visual													
V	നാടകം - ഭരതവാക്യം						1	3					
Instructional Hours							12						
Suggested Learning Methods : Visual Learning													
Total Hours							60						
Text Books	1. തിരക്കഥ - ഞാൻ പ്രകാശൻ - ശ്രീനിവാസൻ, ഡി.സി.ബുക്സ് 2. നാടകം - ഭരതവാക്യം												
Reference Books	1. കഥയും തിരക്കഥയും ഡോ.ആർ.വി.എം.ദിവാകരൻ - എൻ. ബി. എസ് കോട്ടയം 2. മലയാള സിനിമയും സാഹിത്യവും - മധു ഇറവങ്കര - ഡി.സി.ബുക്സ് 3. ഒരു സിനിമ എങ്ങനെ ഉണ്ടാകുന്നു. - കെ.കെ. ചന്ദ്രൻ 4. നാടക സാഹിത്യ ചരിത്രം - ജി. ശങ്കരപ്പിള്ള - ഡി.സി.ബുക്സ് 5. നാടകം കലയും കാഴ്ചയും - പി.ജി.സദാനന്ദൻ - ഡി.സി.ബുക്സ്												
Web. URLs	1. http://www.keralaculture.org >literature 2. http://www.manoramaonline.com												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	H	H	H	-	-	-	-	-	-	-
CO2	-	-	H	M	H	M	-	-	-	-	-	-	-
CO3	-	-	M	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	H	L	H	-	-	-	-	-	-	-
CO5	-	-	L	H	L	H	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
N Rajani							Dr. Smitha C R						

Course Code	Title		
23U1FRN404	Part – I : Le Francais General – IV		
Semester : IV	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	Acquisition of standard French through French grammar and oral communication		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved understanding and communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	learn pronouns, g�erondif along with culture adaptation in foreign countries	Lectures /Tutorial	Assignment
CO 2	French food culture, manners, futur simple & futur proche.	Group Learning	Assignment
CO 3	Business and economic culture, la cause et la consequence.	Peer Teaching	Seminar
CO 4	Letter writing official and to a patron, le passif, les doubles pronoms	Group Learning	Group Project
CO 5	The city and country, urbanisation, l'opposition et la concession, le subjonctif et l'infinitif	Group Learning	Assignment
Offered by	Department of French		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	Explorer l'inconnu	1	1
Instructional Hours			12
Suggested Learning Methods : Visuals			
II	Go�ter l'insolite	1	2
Instructional Hours			12
Suggested Learning Methods : Comprehensive writing			
III	Consommer autrement	1	3
Instructional Hours			12
Suggested Learning Methods : Group discussions			
IV	S'engager pour une cause	1	4
Instructional Hours			12
Suggested Learning Methods : Visuals			

V	Repenser le quotidien						1	5					
Instructional Hours							12						
Suggested Learning Methods : Group Discussion													
Total Hours							60						
Text Books	1. Saison 2 Méthode de Français – Marie-Noëlle Cocton, Anouchka De Oliveira, Dorothée Duplex (Unit 0 to 4)												
Reference Books	1. Connexions 2 Methode de Français Régine Mérieux , Yves Loiseau												
Web. URLs	1. www.academia.edu												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	H	H	-	-	-	-	-	-	-
CO2	-	-	H	L	H	M	-	-	-	-	-	-	-
CO3	-	-	-	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	M	L	H	-	-	-	-	-	-	-
CO5	-	-	L	-	H	-	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
D Balaji							D Balaji						

Course Code	Title		
23U2ENG404	Part – II : Communicative English – II		
Semester : IV	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to All UG Programmes)			
Course Objective	To equip the students with Language Skills and develop interest in and appreciation of literature.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	SD: Helps to develop LSRW skill		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand the values of life reflected in the prescribed prose	Lecture/Tutorial	Assignment
CO 2	Learn to interpret poem based on contextual evidence.	Lecture/Tutorial	Assignment
CO 3	Enhance imaginative and communication skills through short stories.	Lecture/Tutorial	Speaking
CO 4	Understand the performing art through drama.	Lecture/Tutorial	Reading
CO 5	Acquire proficiency in English for global competency.	Lecture/Tutorial	Writing
Offered by	Department of English		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	Prose Francis Bacon – Of Adversity Dr. Radhakrishnan - Character is Destiny Sudha Murty - How I taught my grandmother to read	1	1
Instructional Hours			12
Suggested Learning Methods : Intensive Reading			
II	Poetry Sarojini Naidu - The Soul's Prayer Emily Dickinson - Death in the Opposite House William Blake – London	1	2
Instructional Hours			12
Suggested Learning Methods : Scaffolding Method			
III	Short Stories W. Somerset Maugham - Mr. Know-All Edgar Allan Poe-The Purloined Letter Ruskin Bond-The Thief Story	1	3
Instructional Hours			12
Suggested Learning Methods : Flipped Learning			

IV	Drama William Shakespeare – As You Like It						1	4						
Instructional Hours								12						
Suggested Learning Methods : Flipped Learning														
V	GRAMMAR AND COMPOSITION Oral & Written Communication (Unit I–IV) Listening – Comprehension practice from Poetry, Prose, Online Voice Practice, observing/viewing E-content (with subtitles), Guest/Invited Lectures, Conference/Seminar Presentations & Tests, and DD National News Live, BBC, CNN, VOA etc Speaking – In Group Discussion Forum, participate in the Turn Taking, and Conversation Management, Debating, Defending/Mock Viva- Voce, Seminar Presentations on Classroom-Assignments, and Peer-Team-interactions. Reading –Different Reading Strategies in Poetry, Prose, Novel, Newspaper etc Writing – Clauses – Conditional, Relative, Restrictive, Non-Restrictive, Denotation and Connotations Précis Writing, One word substitution.						1	5						
Instructional Hours								12						
Suggested Learning Methods : Activity Based Learning														
Total Hours								60						
Text Books		Unit I – V: Compiled by the Department of English												
Reference Books		CLIL (Content & Language Integrated Learning) – Module by TANSCHÉ NOTE: (Text: Prescribed chapters or pages will be given to the students by the department)												
Web. URLs														
Tools for Assessment (20 Marks)														
CIA I		CIA II		CIA III		Assignment		Seminar		Presentation		Total		
4		4		5		2		2		3		20		
Mapping														
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	M	-	H	-	M	M	H	M	H	H	M	H	M	
CO2	M	-	H	-	H	M	H	M	H	H	M	H	M	
CO3	M	-	H	-	H	H	H	H	H	H	M	H	M	
CO4	M	L	H	-	H	-	H	H	H	H	M	H	H	
CO5	H	M	H	-	H	H	H	H	H	H	H	H	M	
H-High; M-Medium; L-Low														
Course designed by								Verified by Chairman						
Dr. Adappatu Ancy Antony								Dr. R Malathi						

Course Code	Title		
23U3VCC409	Core Paper – IX Elements of Film and Video Production		
Semester: IV	Credits: 3	CIA : 25Marks	ESE : 75 Marks
Course Objective	To impart the knowledge of how films are constructed to make meaning and engage with audiences.		
Course Category	Entrepreneurship		
Development Needs	Global/Local/Regional		
Course Description	This course provides students with a foundational understanding of the elements of film and video production and techniques.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Remember the role of production crew in the film and video production.	Lecture and Discussion	Assignment
CO 2	To Understand the visual grammar.	Lecture/ Demonstration	Seminar
CO 3	To Apply the writing skills of scripting.	NPTEL Videos/ Lecture	Scriptwriting assignment
CO 4	To Analyze the broadcasting and transmission technologies.	Group Discussion	Assignment
CO 5	To Develop knowledge on file transferring across various media platforms.	Visual Lecture, Demonstration	Presentation
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Visualization -Introduction to visual grammar, Principles of visual grammar. Camera-Types, Working - Moving of camera, Classification and types of shots - Components of Film Camera and film formats- Film projection-Lens-Focal Length & Perspective-F-stops - Lens -Narrow, Wide angle, Tele, Zoom, Macro Focusing-Auto focus, Manual, Automatic iris Camera mountings-Tripods, monopods, Crane, Spreader, Dolly, trolley. Remote controlled special mounting.	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	Preproduction and location -Idea, Concepts, Planning, Storyboard - cast and crew, Screenplay, Dialogue writing, Budget preparation. Production Process-Shooting, Daily log sheet, Arrangement of set indoor/outdoor, blue matte, Floor management, Direction, Marketing and Satellite rights of film - Television graphics, special effects, BGM, Sync of video and narration, mastering, mixing, coloring and distribution of film.	1	4
Instructional Hours			15
Suggested Learning Methods : Group Discussion			
III	Scripting -Writing for video, TV news, Documentary. Lighting-Types of lighting, Reflection - Composition - Creating third Dimension- Depth of Film Space- Shooting for Editing-Continuity- Imaginary Line concepts- Eye-Line Match. Sound-	1	5

	Types of programme sounds, Function, Barriers of sound design and mixing, recording multi tracks. Editing-Introduction to editing, Non-linear a linear editing.												
Instructional Hours			15										
Suggested Learning Methods : Peer Team Learning													
IV	ENG, EFP, OB Van. Preproduction work for FP(field production).Floor plan for entertainment shows, floor plans for stadium(match),Production standards, NTSC, PAL, Secam, Chroma keying, motion capture - Using of Different keying Methods - Green Screens in Live Broadcasts, Morphs, Rig and Wire Removal. Slow motion, Frame rate, and resolution- 4:3 and 16:9.		3	2									
Instructional Hours			15										
Suggested Learning Methods : E-module													
V	Rendering of video and bouncing of audio , synchronization of audio with video, DCP-Digital cinema package, Finish via Digital Intermediate- Film to Digital Transfer - Quality and challenges; distribution of film today and in future. Analog and digital technology in Broadcasting, Transmission technologies, Development of video and film recording.		2	9									
Instructional Hours			15										
Suggested Learning Methods : Group Projects													
Total Hours			75										
Text Books	1.Vasuki Belavadi, Video Production, Oxford University Press, 2004. 2.Gerald Millerson, Television Production, Focal press, 1999. London.												
Reference Books	1.Paul Wheeler, Digital Cinematography Focal Press, London. First edition 2001. 2.John Watkinson, An Introduction to digital Video,Focal Press, London 1994. 3.Gerald Millerson . The Technique of Television Production, Focal press. London 2001.												
Web. URLs	https://www.youtube.com/watch?v=e7Ga879ja1A https://www.youtube.com/watch?v=dhWIDCnktwc												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Presentation	Assignment	Seminar	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	H	M	H	H	M	H	M	H	H	H
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H
CO3	H	M	L	H	H	H	H	L	M	H	M	M	H
CO4	L	M	L	L	M	M	H	H	H	M	H	M	M
CO5	H	M	L	H	H	H	H	H	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Mr. Sanal Sudhakaran							Mr. R. Baiju Paul						

Course Code		Title		
23U3VCP410		Core Paper - X Video Editing Practical		
Semester: IV		Credits: 4	CIA : 40Marks	ESE : 60Marks
Course Objective	To teach how to, edit, mix, and master Video for post-production and music and Documentary production in a professional standard digital Video platform			
Course Category	Employability			
Development Needs	Global			
Course Description	Provides an introduction to the field of Video production for film and television, along with post-production Video techniques.			
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	To Understand the Video recording and mixing following the production formats.	Demonstration	Visual Editing	
CO 2	Apply make independent, imaginative and creative approaches to problem solving in the field of Video production for various applications in media.	Video Lecture	Presentation	
CO 3	Analyze the techniques in a manner that displays practical and creative understanding and fluency.	Video Lecture	Presentation	
CO 4	Create design using Video production fundamentals associated with Global Narration	Demonstration	Group Project	
CO 5	Develop their skills in various editing Techniques	Group Project	Video Presentation	
Course Content		Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters	
I	Grammar of Editing: Continuity. Cutting on movement. Montage. Basics of Film editing Vs Video Editing. Editor as a creative person. Role of Editor in a Production.	1	2	
			Instructional Hours	
			12	
Suggested Learning Methods: Learning by Teaching				
II	Introduction to basics of editing tools: creating an edit Decision List, logging, digitizing and importing media on Pinnacle Liquid ed 6 and Adobe Premier Pro 2.	1	4	
			Instructional Hours	
			12	
Suggested Learning Methods : Group Discussion				
III	Editing the visual: Assemble edit and rough cut. Applying video transitions, commentary track and special effects or multimedia.	1	5	
			Instructional Hours	
			12	
Suggested Learning Methods : Peer Team Learning				

IV	Synchronizing the sound with video- FCP and Adobe Premium Pro 2						3	2					
Instructional Hours							12						
Suggested Learning Methods : E-module													
V	Linear and Non Linear Editing, In FCP, narrative Synchronization in the visual Discourse.						2	4					
Instructional Hours							12						
Suggested Learning Methods : Group Projects													
Total Hours							60						
Text Books	1.Browne, S. E. (1997). Video Editing: A Postproduction Primer. United Kingdom: Focal Press. 2.Crittenden, R. (2003). Film and Video Editing. United Kingdom: Taylor & Francis.												
Reference Books	1.Goold, A. (2021). The Video Editing Handbook: For Beginners. (n.p.): John Goold. 2.Dancyger, K. (2002). The Technique of Film and Video Editing: History, Theory, and Practice. Netherlands: Focal Press.												
Web. URLs	Web Reference: https://youtu.be/aekghtjiLSs												
Tools for Assessment (40 Marks)													
Presentation	Creativity	Aesthetic	Test 1	Test 2	Observation Note Book	Total							
5	5	5	10	10	5	40							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	H	M	H	H	M	H	M	H	H	H
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H
CO3	H	M	L	H	H	H	H	L	M	H	M	M	H
CO4	L	M	L	L	M	M	H	H	H	M	H	M	M
CO5	H	M	L	H	H	H	H	H	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Mr. Sanal Sudhakaran							Mr. R. Baiju Paul						

Course Code	Title		
23U3VCR404	Allied Paper IV - Television Production Practical		
Semester: IV	Credits: 4	CIA : 40 Marks	ESE : 60 Marks
Course Objective	To acquire a thorough understanding of the basics of television production.		
Course Category	Employability		
Development Needs	Global/Local		
Course Description	This course enhance students the essential skills for producing top-notch video content for television, such as camera operation, lighting, sound, and editing.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Understand the various aspects television production.	Camera Demonstration	Creating Small Videos
CO 2	Apply knowledge of production techniques	Video Lecture	Content Creation
CO 3	To Analyze various shooting contents in video production.	Group Learning	Video Presentation
CO 4	To Create the different lighting techniques.	Peer Team Teaching	Seminar
CO 5	To Developing critical thinking skills through the analysis of television content and the application	Visual Learning	Video Presentation
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	1. Produce 3 minutes of TV news. 2. Produce 3 minutes of TV talk show as host/anchor/guest.	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	3. Shoot a Film celebrity interview. 4. Produce 3 minutes of business news with graphics, animation, and video mixing.	1	4
Instructional Hours			15
Suggested Learning Methods : Group Discussion			
III	5. Produce a 3 minutes vlog of your own choice. 6. Add audio (speech/song/ambience/EFX or all) to images / video compilation shot outdoor.	2	5
Instructional Hours			15
Suggested Learning Methods : Visual Analysis			
IV	7. Produce 3 minutes of instructional/demonstration video 8. Produce a 3 minutes Anchoring for Debate show	2	4
Instructional Hours			15
Suggested Learning Methods : Visual Analysis			

V	9. Submit a video work to showcase your chroma key skill. 10. Submit your course work, by adding VFX, EFX present in .AVI format.		1	5										
Instructional Hours												15		
Suggested Learning Methods : Visual Analysis														
Total Hours												75		
Text Books		1.Jim Owens, Gerald Millerson (2012) Television Production:Focal Press												
Reference Books		1.Gerald Millerson (1994)Effective TV Production:Taylor & Francis 2.Jim Owens, Gerald Millerson (2019) Television Production:Routledge												
Web. URLs		https://www.youtube.com/watch?v=rYafZeIFwA&t=40s https://www.youtube.com/watch?v=TP_jmhB0prs https://www.youtube.com/watch?v=NpPRaZapfa8												
Tools for Assessment (40 Marks)														
Creativity		Camera Operations		Concept		Test 1		Test 2		Observation Note Book		Total		
5		5		5		10		10		5		40		
Mapping														
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	H	M	L	H	M	H	H	L	H	M	H	H	H	
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H	
CO3	H	M	L	H	H	H	H	L	M	H	M	M	H	
CO4	H	M	L	H	M	M	H	L	H	M	H	M	M	
CO5	H	M	L	H	H	H	H	L	H	M	H	M	H	
H-High; M-Medium; L-Low														
Course designed by							Verified by Chairman							
Mr. Sanal Sudhakaran							Mr. R. Baiju Paul							

Course Code	Title		
23U4VCS402	Skill Based Paper - II Media Management		
Semester: IV	Credits: 3	CIA : 20 Marks	ESE : 55 Marks
Course Objective	To enhance students with understanding of Media Management Skills.		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	This course covers the principles of media management, including media planning, buying, and optimization.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Remember structure of electronic media organization and the coded regulating them.	Lecture	Assignment
CO 2	To Understand the barriers of management skills.	Lecture	Group discussion
CO 3	To Apply the hiring process in the media organization.	NPTEL Videos, Lecture	Seminar
CO 4	To Analyse the knowledge on the process of newsroom management.	Group Discussion	Group Activity
CO 5	To Evaluate print media management techniques.	Visual Lecture	Presentation
Course Content		Instructional Hours / Week : 3	
Unit	Description	Text Book	Chapters
I	An Overview Of Electronic Media In Society - Management in the Electronic Media, Levels Of Management, Management Skills, Management Functions and management roles .Strategic Alliances And Partnerships, Ethics Of Management ,Ethical Codes And Mission Statement, Ethical Issues In Media Management . Types of Media Ownership.	1	3
Instructional Hours			9
Suggested Learning Methods: Learning by Teaching			
II	Management As process- Approaches To Management, Organizational structure of Media Industry, Classical School Of Management Human Relations School of Management, Modern Approaches to Management, Management and Electronic Media.	1	4,6
Instructional Hours			9
Suggested Learning Methods : Group Discussion			
III	Meeting financial goals- Implementing financial management, budgeting monitoring financial performances,Financial analysis, Ratio analysis, Break-even Analysis, Reporting financial performance.	2	5
Instructional Hours			9
Suggested Learning Methods : Peer Team Learning			
IV	The hiring process- Interviewing, Orientation, training Performance Reviews, Promotion, Termination, Part-time Employees, Legal issues in personnel management, Laborissues,	3	4,5

	Working with unions , Structure, Communication and personnel												
Instructional Hours			9										
Suggested Learning Methods : E-Modules													
V	Print, Online and broadcast Media Management,- Management issues in programming, Intense competition for audiences, Brand development and Brand extension. News and News room management. Media ownership.		4	8									
Instructional Hours			9										
Suggested Learning Methods : Group Projects													
Total Hours			45										
Text Books	1.Alan B. Albarran, Management of Electronic Media, (2nd ed.), Wadsworth, 2002 2. James Redmond and Robert Trager, The Art of Managing Media Organizations, (2nd ed., Atomic Dog, 2004). 3. Peter K. Pringle Michael F. Starr Amsterdam, Electronic Media Management.												
Reference Books	1.Robert G. Picard The Economics and Financing of Media Companies, (Fordham University Press, 2002) . 2. Gene Roberts, Breach of Faith: A Crisis of Coverage in the Age of Corporate Newspapering, (University of Arkansas Press, 2002). 3. Benjamin M. Compaine, Who Owns the Media? et. al., (3rd ed., Knowledge Industry, 2001). 4. Bill Kovach and Tom Rosenstiel , The Elements of Journalism, (Crown Publishers, 2001).												
Web. URLs	https://www.youtube.com/watch?v=SUBXshtKHVY https://www.youtube.com/watch?v=J3ba1JsATRk												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	L	H	M	H	H	L	H	M	H	H	H
CO2	M	L	H	M	M	M	M	L	H	M	M	H	H
CO3	L	M	L	H	H	H	H	H	M	H	M	M	M
CO4	H	M	M	H	M	M	H	L	H	M	H	M	M
CO5	M	M	L	H	H	H	H	H	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. Shijina. E. P							Mr. Baiju Paul						

Course Code	Title		
22U4NM4BT2	Part – IV : Basic Tamil – II		
Semester : IV	Credits: 2	CIA: 50 Marks	
(Common to all UG Programmes)			
Course Objective	அற இலக்கியங்களை அறிமுகப்படுத்தல்		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்		
Course Outcomes	Teaching Methods	Assessment Methods	
CO 1	அற இலக்கிய அறிவு பெறுதல் - சிறு சிறுகதைகள் வழி சமூக அறிவு பெறுதல்	விரிவுரை / காணொளி வகுப்பு	ஒப்படைவு
CO 2	தமிழ் எழுத்துக்கள் அறிமுகம் செய்தல் மற்றும் வாசித்தல் ஆகியவற்றின் பயன்பாடு	குழு விவாதம்/ விரிவுரை	கருத்தரங்கு
CO 3	பிறமொழி அறிவுத் திறன் மேம்படச்செய்தல்	விரிவுரை/காணொளிப்பட விளக்கம்	வினாடி வினா
CO 4	பிறமொழி அறிவுத் திறன் மேம்படச்செய்தல்	விரிவுரை/ குழு விவாதம்	குழுத்திட்டம்
CO 5	வார்த்தை அமைக்கும் திறன் பெறச்செய்தல்	விரிவுரை / குழுத்திட்டம்	குழுத்திட்டம்
Offered by	தமிழ்த்துறை		
Course Content	Instructional Hours / Week : 2		
Unit	Description	Text Book	Chapters
I	நீதிநூல்கள்	1. பாரதியார் ஆத்திச்சூடி 2. கொன்றைவேந்தன்	1.1 1 முதல் 12 வரிகள் 2.1 1 முதல் 7 வரிகள்
			Instructional Hours 6
Suggested Learning Methods : நீதிநூல்களின் சிறப்பினை அறியும் பயன் பெற்றமை			
II	பதினெண் கீழ்க்கணக்கு நூல் (திருக்குறள்)	திருக்குறள்	2.1. கடவுள் வாழ்த்து – அகர முதல எனத் தொடங்கும்... ஆதி – 1 குறள் – 1 2.2. வான் சிறப்பு – நீரின்றி அமையாது உலகு. ஆதி – 2 குறள் – 10 2.3. அன்புடைமை – அன்பின் வழியது உயிர்நிலை. ஆதி – 8 குறள் – 10 2.4. கல்வி – கண்ணுடையார் என்பர் ஆதி – 40 குறள் 2.5. இனியவைக்கூறல் – இனிய உளவாக இன்னாத ஆதி – 10 குறள் – 10
			Instructional Hours 6
Suggested Learning Methods : திருக்குறளின் சிறப்பினை அறிந்தமை			
III	கிராமியக் கதைகள்	கிராமியக் கதைகள்	3.1. பரமார்த்தக்குரு கதைகள் 3.2. நாட்டுப்புறக் கதைகள் அறிமுகம்
			Instructional Hours 6
Suggested Learning Methods : கிராமியக்கதைகளின் கதை அமைப்பினை அறியும் வாய்ப்பு பெற்றமை			

IV	மொழிப்பயிற்சி	மொழிப்பயிற்சி	4.1. பிறமொழிச் சொற்களுக்கு தமிழ்ச்சொல் எழுதுதல்
			Instructional Hours 6
Suggested Learning Methods : தமிழ்ச்சொல் எழுதும் திறன் பெற்றமை			
V	எழுத்துப்பயிற்சி	எழுத்துப்பயிற்சி	5.1 தன்விவரம் எழுதுதல் பெயர், கல்லூரி விவரம் எழுதச்செய்தல்
			Instructional Hours 6
Suggested Learning Methods : பிறமொழி கலப்பு இன்றி தமிழ்ச்சொல் எழுதும் திறன் பெற்றமை			
			Total Hours 30
Text Books	1. இளங்கலை தமிழ் மாணவர்களுக்குரிய பாடநூல்“அரிச்சுவடி” தொகுப்பு: தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.		
Reference Books	1. ஓளவையார் ஆத்திச்சூடி மணிவாசகர் பதிப்பகம், கோயம்புத்தூர் இராஜவீதி,01. 2. திருக்குறள் - பரிமேலழகர் உரை,மணிவாசகர் பதிப்பகம், சென்னை -600018.		
Web. URLs	-		
Course designed by		Verified by Chairman	
Dr. S Satheesh Kumar		Dr. A Sridevi	

Course Code	Title		
22U4NM4AT2	Part – IV : Advanced Tamil – II		
Semester : IV	Credits : 2	ESE : 50 Marks	
(Common to all UG Programmes)			
Course Objective	நூல்களின் வழி அறச்சிந்தனைகளை உருவாக்குதல் செம்மொழியினைச் செம்மைப்படுத்துதல்.		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்		
Course Outcomes	Teaching Methods	Assessment Methods	
CO 1	அறச்சிந்தனைகள் பெறுதல் மற்றும் இலக்கண வழக்கு முறைகளைப் பெறுதல்.	விரிவுரை/காணொளிப்பட விளக்கம்	கருத்தரங்கு
CO 2	கடிதம் எழுதுதல் மற்றும் மொழியறிவைப் பெறுதல்	விரிவுரை/ குழு விவாதம்	ஒப்படைவு
CO 3	படைப்பாக்கத்திறன் அறிவுபெறச் செய்தல்	விரிவுரை	கருத்தரங்கு
CO 4	தகவல் தொடர்பியலுக்கான கடிதம், அமைவுத்திறன் பெறச்செய்தல்	விரிவுரை/ குழு விவாதம்	குழுத்திட்டம்
CO 5	மொழியைப் பிழையின்றிப் பேச, எழுதும் திறன் பெறச்செய்தல்	விரிவுரை/காணொளிப்பட விளக்கம்	ஒப்படைவு
Offered by	தமிழ்த்துறை		
Course Content	Instructional Hours / Week : 2		
Unit	Description	Text Book	Chapters
I	பதினெண் கீழ்க்கணக்கு நூல்	1. திருக்குறள் 2. நாலடியார்	1.1 கூடாநட்பு 1.2 செய்நன்றியறிதல்-நாலடியார் 1.3 கல்வி (131,132 செய்யுள்கள்)
Instructional Hours			6
Suggested Learning Methods : நாலடியார் திருக்குறளின் சுவை அறியும் வாய்ப்பு பெற்றமை			
II	சிறுகதை	1. வெ. இறையன்பு – பூனாத்தி சிறுகதைகள்	2.1 சேவியர் வாத்தியார் 2.2. தூரிகை
Instructional Hours			6
Suggested Learning Methods : சிறுகதைகளின் சுவை அறியும் வாய்ப்பு பெற்றமை			
III	இலக்கணம்	இலக்கணப் பயிற்சி ஏடு	3.1. எழுத்தும் சொல்லும் 3.2. சுட்டெழுத்துக்கள் 3.3. சொற்களைச் சரியாகப் பயன்படுத்தும் முறை 3.4 வினைச் சொற்கள், பெயர்ச்சொற்கள் 3.5. வினா எழுத்துக்கள்
Instructional Hours			6
Suggested Learning Methods : இலக்கணப்பிழை இன்றி எழுதும் பயிற்சி பெற்றமை			

IV	வழக்கறிதல்	இலக்கணம்	மரபு வழக்கு - இயல்பு வழக்கு தகுதி வழக்கு அறிதல்
Instructional Hours			6
Suggested Learning Methods : வழக்குகள் பற்றி முழுமையாக அறியும் பயிற்சி பெற்றமை			
V	படைப்பாற்றல் பயிற்சி	இலக்கிய வரலாறு	கவிதை - சிறுகதை - நூல் மதிப்பீடு எழுதுதல்
Instructional Hours			6
Suggested Learning Methods : மதிப்பீடு செய்யும் பயிற்சி பெற்றமை			
Total Hours			30
Text Books	1. இளங்கலைதமிழ் மாணவர்களுக்குரிய பாடநூல் "திரட்டு" தொகுப்பு: தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.		
Reference Books	1. திருக்குறள் - பரிமேலழகர் உரை, மணிவாசகர் பதிப்பகம், சென்னை 018 2. வெ.இறையன்பு - பூனாத்திசிறுகதைகள், விஜயாபதிப்பகம், கோயம்புத்தூர்.		
Web. URLs	-		
Course designed by		Verified by Chairman	
Dr. S Satheesh Kumar		Dr. A Sridevi	

Course Code	Title	
21U4NM4GEN	Non Major Elective : General Awareness	
Semester : IV	Credits : 2	ESE : 50 Marks

(Common to all UG Programmes)

Course Objective:

Enable the students to learn General knowledge and prepare for different competitive exams.

Course Outcomes:

CO1	Determine Verbal Aptitude , Numerical Aptitude and Logical Reasoning
CO2	Recall basic Science, history , Tamil , Computer , Commerce concepts which would help to crack competitive Examinations
CO3	Acquire time Management skills to attempt competitive Examinations
CO4	Develop Aptitude and problem solving skills
CO5	Gain Knowledge about Current Affairs

Course Content

Instructional Hours / Week : 2

S. No.	Topics
1.	Verbal Aptitude
2.	Numerical Aptitude and Logical Reasoning
3.	Abstract Reasoning
4.	Tamil and Other Literature
5.	General Science and Technology
6.	Computer
7.	Economics and Commerce
8.	History and Freedom Struggle
9.	Sports
10.	Current Affairs
Total Hours : 30	

Text Book: “General Awareness”, compiled by Nehru Arts and Science College, Coimbatore

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	-	-	H	-	-	L	L	-	-	L	L
CO2	H	L	-	-	H	-	-	L	L	-	-	L	L
CO3	H	L	-	-	H	-	-	L	L	-	-	L	L
CO4	H	L	-	-	H	-	-	L	L	-	-	L	L
CO5	H	L	-	-	H	-	-	L	L	-	-	L	L

H-High; M-Medium; L-Low

Course Designed by	Verified by Chairman
P Sheeba Maybell	Dr. T Chandrapushpam

Course Code		Title	
22U4VBOE01		Value Based Open Elective Course : Design Ecosystem	
Semester: IV		Credits: 2	ESE: 50 Marks
Course Objective		To gain the knowledge on ecosystem and environmental sustainability	
Course Category		Crosscutting Issue : Environment And Sustainability	
Development Needs		Global	
Course Description		Design ecosystem describes about the components, types, structural and functional unit of ecology where the living organisms interact with each other and the surrounding environment.	
Course Outcomes		Teaching Methods	
CO 1	Understand about the basic concepts of ecosystem and environmental planning	Lecture / Video Lessons	
CO 2	Gain knowledge of challenges and design process of ecosystem	Lectures / Video Lessons	
CO 3	Understand about functions and flow of energy in ecosystem	Case study / Model	
CO 4	Analyse about process and mechanism of ecosystem control	Tutorial / Group Discussion	
CO 5	Demonstrate about green infrastructure and regulatory framework	Lecture / Tutorial	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Sustainable Human Dominated-Ecosystem and Environmental planning: Introduction to Ecology & environmental sciences; Principles and Scope of Ecology. Axioms of Ecological Engineering, Sustainable design principles, Global population dynamics, Human dominated earth.	1	1
Instructional Hours			6
Suggested Learning Methods : Video Lectures			
II	Designing Ecosystem services & Biomes: Design challenges and needs, the design process, biomes, ecoregions, other land classification systems.	1	3 & 4
Instructional Hours			6
Suggested Learning Methods : Video Tutorials			
III	Energy and mass flow through ecosystem: Structure and Functions of Ecosystems - Abiotic and Biotic components, Flow of energy and cycling of materials; water, carbon, nitrogen and phosphorus	3	2
Instructional Hours			6
Suggested Learning Methods : Group Discussion			

IV	Ecosystem control: Population control process, community control process. Stream restoration design - hydrology, sedimentology, geomorphology, habitat, riparian corridor and construction.	2	6
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
V	Green infrastructure design: Green infrastructure network, sustainable cities initiatives, agricultural sustainability indicators, surrounding environmental, ecological and social justice; environmental ethics, issues and possible solutions	3	4
Instructional Hours			6
Suggested Learning Methods : Online Tutorial			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Matlock, M. D. and M. Robert. Ecological Engineering Design: Restoring and Conserving Ecosystem Services. JohnWiley & Sons, Inc. 2011. 2. Meffe, G.K., L. Nielson, R. L. Knight and D. Schenborn. Ecosystem Management: Adaptive, Community-Based Conservation. Island Press. 2012. 3. Elliot, D. 2003. Energy, Society and Environment, Technology for a Sustainable Future. Routledge Press. 		
Reference Books	<ol style="list-style-type: none"> 1. Sim Van Der Ryn and S. Cowan. Ecological Design. Island Press, 1996. 2. Neeraja, N. Environment and Ecology: A Dymanic Approach, 3rd Edition. GKP Books Catalogue. 2018. 		
Web. URLs	<ol style="list-style-type: none"> 1. https://www.nationalgeographic.org/encyclopedia/ecosystem/ 2. https://www.environmentandecology.com/ 		
Course designed by		Verified by Chairman	
Dr. S Esath Natheer		Dr. M Thangavel	

Course Code	Title		
22U4VBOE02	Value Based Open Elective Course: Design Thinking		
Semester: IV	Credits : 2	ESE : 50 Marks	
Course Objective	Inculcate the fundamental concepts of design thinking and develop the students as a good designer by imparting creativity and problem solving ability		
Course Category	Crosscutting Issue : Professional Ethics		
Development Needs	Local, National and Global		
Course Description	The course aims to provide introduction to the basic concepts and techniques of design thinking and methods of implementing design thinking in the real world.		
Course Outcomes		Teaching Methods	
CO 1	Learn the basic concepts of design thinking	Direct Instruction	
CO 2	Develop the skill of applying the design thinking	Direct Instruction	
CO 3	Learn the business uses of design thinking	Video Lessons	
CO 4	Understand the variety of approaches within the design thinking discipline	Direct Instruction	
CO 5	Impart knowledge in design thinking mindset	Direct Instruction	
Course Content		Instructional Hours / Week: 2	
Unit	Description	Text Book	Chapters
I	Design Thinking Background Definition of Design Thinking, Variety within the Design Thinking Discipline, Design Thinking Mindset	1	1
Instructional Hours			06
Suggested Learning Methods: Brain Storming			
II	Design Thinking Approach Fundamental Concepts – Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking, Assumption Testing, Prototyping, Time for Learning and Validation	1	5,1,3
Instructional Hours			06
Suggested Learning Methods : Learning by Teaching			
III	Design Thinking Resources – People, place, material, organizational fit Design Thinking Processes - Numerous Approaches, Double Diamond Process, 5-Stage, School Process, Designing for Growth Process, Role of Project Management	1	5,6
Instructional Hours			06
Suggested Learning Methods : DIY Activities			

IV	Design Thinking in Practice I: Process Stages of Designing for Growth - Design Thinking Tools and Methods – I- Purposeful Use of Tools and Alignment with Process, Visualization, Journey Mapping	1	6
Instructional Hours			06
Suggested Learning Methods: Case Method			
V	Design Thinking in Practice II: Design Thinking Tools and Methods – II- Value Chain Analysis, Mind Mapping, Brainstorming, Concept Development, Assumption Testing, Rapid Prototyping, Customer Co-Creation, Learning Launch	2	8
Instructional Hours			06
Suggested Learning Methods : Project Based Learning			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. “Designing for growth: A design thinking tool kit for managers”, by Jeanne Liedtka and Tim Ogilvie., 2011, ISBN 978-0-231-15838-1 2. “The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems”, by Michael Lewrick, Patrick Link, Larry Leifer., 2018, ISBN 978-1-119-46747-2 		
Reference Books	<ol style="list-style-type: none"> 1. “Presumptive design: Design provocations for innovation”, by Leo Frishberg and Charles Lambdin., 2016, ISBN: 978-0-12-803086-8 2. “Systems thinking: Managing chaos and complexity: A platform for designing business architecture.”, “Chapter Seven: Design Thinking”, by JamshidGharajedaghi, 2011, ISBN 978-0-12-385915-0 		
Web. URLs	<ol style="list-style-type: none"> 1. https://www.designcouncil.org.uk/news-opinion/design-process-what-double-diamond 		
Course designed by		Verified by Chairman	
M Nandhini		Dr. S Jayapriya	

Course Code	Title		
22U4VBOE03	Value Based Open Elective Course : Disaster Management		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To learn knowledge about disaster and risk and apply the same in the time of any disaster.		
Course Category	Crosscutting Issue : Environment And Sustainability		
Development Needs	National		
Course Description	This course is designed to provide students with a comprehensive understanding of the concepts, theories, and practices of disaster and risk management. Students will learn how to identify and assess risks, develop emergency plans, and mitigate the impact of disasters on communities and organizations.		
Course Outcomes		Teaching Methods	
CO 1	Understand different types of disasters and their impact on individuals and communities.	Lecture/ Demonstration	
CO 2	Analyze the disaster management scenario in India, the policy framework, and the role of different stakeholders in reducing disaster risk and building resilience	Lecture/ Case Studies	
CO 3	Understand the concepts of risk and vulnerability in disaster management and analyze the different approaches to disaster risk reduction.	Lectures / Video Lessons	
CO 4	Analyze the concept and nature of disaster preparedness, different components of a disaster preparedness plan	Tutorial / Case Studies	
CO 5	Narrate the emergency responses to be taken by the national disaster management force and the practical training process on disaster management	Lecture / Class Projects	
Course Content		Instructional Hours / Week:2	
Unit	Description	Text Book	Chapters
I	Introduction on Disaster Definitions and Terminologies used in Disaster Management, Basic concepts in Disaster Management, Types of Disaster: Natural Disaster: Flood, Cyclone, Earthquakes, Landslides, epidemic or Pandemic etc. (Case studies of each), Man-made Disaster: Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc. (Case studies of each).	1	1
		Instructional Hours	6
Suggested Learning Methods : Power Point Presentation			
II	Disaster management in India Hazard and Vulnerability Profile India, Disaster Management Indian scenario, India's vulnerability profile, Disaster Management Act 2005 and Policy guidelines, National Institute of Disaster Management, National Disaster Response Force (NDRF),	1	2

	National Disaster Management Authority, States Disaster Management Authority, District Disaster Management Authority and Cases Studies.		
Instructional Hours			6
Suggested Learning Methods : PPT and Video Lecture			
III	Risk and Vulnerability Analysis Risk: Assessing Disaster Risk, Disaster Risk Reduction, Vulnerability: Its concept and analysis, Strategic Development for Vulnerability Reduction, Climate Variability & Disaster Risk, Industrial hazard and Risk Management	1	3
Instructional Hours			6
Suggested Learning Methods : Video Lecture			
IV	Disaster Preparedness Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies.	1	4
Instructional Hours			6
Suggested Learning Methods : PPT and Group Activity			
V	Response and 3Rs Emergency Response: Introduction, Crisis Response Plan (CRP), Communication, Participation, and Activation of Emergency Preparedness Plan, Search, Rescue, Evacuation and Logistic Management, Role of Government, International and NGO Bodies, Psychological relief and recovery, Relief operation and Recovery, Post Disaster Public Health Management, 3R - Rehabilitation, Reconstruction and Recovery, Reconstruction and Rehabilitation as a Means of Development, Damage Assessment, Post Disaster effects and Remedial Measures, Role of Educational Institutions in Disaster management.	1	5
Instructional Hours			6
Suggested Learning Methods : Laboratory Practice			
Total Hours			30
Text Books	1. Disaster and Risk Management (2023), Notes Compiled by the Department of Criminology, Nehru Arts and Science College, Coimbatore		
Reference Books	1. J. P. Singhal, "Disaster Management", Laxmi Publications, 2003. 2. M C Gupta, "Manual on Natural Disaster Management in India", NIDM, New Delhi, 2013 3. R K Bhandani, "An Overview on Natural & Man-made Disasters and their Reduction", CSIR, New Delhi, 2000 4. Dr. Mrinalini Pandey, "Disaster Management", Wiley India Pvt. Ltd, 2014. 5. National Disaster Management Authority Publications-Guidelines & Templates for Disaster Management		
Course designed by		Verified by Chairman	
Dr. Reneesh K Rajan		Dr. Reneesh K Rajan	

Course Code	Title		
22U4VBOE04	Value Based Open Elective Course : Environmental Pollution and Waste Management		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To acquire deeper knowledge about Environmental Management Systems		
Course Category	Crosscutting Issue : Environment And Sustainability		
Development Needs	Global		
Course Description	Environmental Pollution and waste Management involves studying the management of any unnecessary resource use or release of substances into the water, land or air that could harm human health or the environment		
Course Outcomes		Teaching Methods	
CO 1	Understand the types of environmental pollutants	Lecture / Group Learning	
CO 2	Describe, develop and interpret methods of the Environmental Management Systems.	Lecture/ Online Tutorial	
CO 3	Critically evaluate methods and possibilities within Environmental Management Systems from asystems perspective.	Lecture/ Online Tutorial	
CO 4	Understand the effective management of environmental pollutants	Lecture/ Online Tutorial	
CO 5	Learn Environmental Auditing for various Industries/Projects.	Lecture/ Online Tutorial	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Introduction to Environmental pollutants,Types of pollutants, Biodegradable pollutants, Non-biodegradable pollutants; Air pollution, Water Pollution, Soil Pollution	1	1,2
Instructional Hours			6
Suggested Learning Methods: Industrial Visit			
II	Introduction to Environmental Management System basic definitions and terms, Framework for Environmental Management Systems, Approach for developing an Environmental Management System.	2	2, 4
Instructional Hours			6
Suggested Learning Methods :Web search			
III	The introduction and implementation of ISO 14001: environmental policy, planning, implementation and operation, checking, management review. Applications EMS in terms of Process flow chart, effluent Generation, composition and treatment of effluents from following industries – sugar, pulp and paper, electroplating, dairy, oil refineries, etc.	2	5
Instructional Hours			6
Suggested Learning Methods : Online tutorial			
IV	Introduction to Environmental Auditing, Category “A” & “B” types of projects. Procedures and Guidelines to conduct Environmental Audit.	3	7

	Plastic Pollution: Causes, impacts, and reduction strategies -Global issue of plastic pollution and innovative solutions		
Instructional Hours			6
Suggested Learning Methods : Online tutorial			
V	Municipal Solid Waste Management: Collection, transportation, and disposal of solid waste - Examination of waste treatment technologies and waste-to-energy processes. E-waste Management: Challenges and recycling techniques for electronic waste - Discussion on the environmental and health hazards associated with improper e-waste disposal.	1	8
Instructional Hours			6
Suggested Learning Methods : Online tutorial			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. ISO 14001 Certification - Environmental Management Systems: A Practical Guide for Preparing Effective Environmental Management Systems Textbook Binding – Import, 10 Aug 1995 by W. Lee Kuhre (Author) 2. M. N Rao, “Waste Water Treatment” Oxford and IBH publishing Co. Pvt Ltd, 2007 3. Peavy, H.S, D.R. Rowe & T. George, “Environmental Engineering”, New York: McGraw Hill, 1987 		
Reference Books	<ol style="list-style-type: none"> 1. Christopher Sheldon and Mark Yoxon, “Installing Environmental management Systems – a step by step guide” Earthscan Publications Ltd, London, 1999. 		
Web. URLs	<ol style="list-style-type: none"> 1. https://www.anits.edu.in/online_tutorials/es/Unit%203.pdf 		
Course designed by		Verified by Chairman	
Dr. O S Nimmi		Dr. N Saranya	

Course Code	Title		
22U4VB0E05	Value Based Open Elective Course : History of Ancient India		
Semester: IV	Credits: 02	ESE : 50 Marks	
Course Objective	To explore the rich and diverse history of ancient India, examining its civilizations, political systems and cultural achievements.		
Course Category	Employability		
Development Needs	Global		
Course Description	This course gives an in depth analysis of the Ancient Indian History marking the beginning of urban civilization in the Indian subcontinent.		
Course Outcomes		Teaching Methods	
CO 1	Understand the salient features of Indus valley civilization	Lecture	
CO 2	Evaluate the features Civilizations	Tutorial	
CO 3	Evaluate the rise of new movements	Lecture	
CO 4	Visualize the administration of Mauryas and the art and architecture of Mauryas	Tutorial	
CO 5	Identify the administration of Guptas and their contribution to University	Lecture	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Definitions - Nature and Scope of History - History and Its Relationship with other Social Sciences - Geographical Features of India Sources of Indian History: Pre- History Paleolithic, Mesolithic, Neolithic, Chalcolithic and Megalithic Cultures.	1 &4	1-5
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
II	Indus Valley Civilization - Its Features & Decline; Early Vedic and Later Vedic Civilizations Vedic Literature Society Economy - Polity Religion.	2	2-4
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
III	Rise of New Religious Movements Charvakas, Lokayathas, Jainism and Buddhism; Mahajanapadas - Rise of Magadha; Impact.	3	3
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			

IV	Foundation of the Mauryan Dynasty; Ashoka and His Dharma Polity Administration - Society Economy Religion Literature - Art and Architecture; Disintegration of the Mauryan Empire; Post-Mauryan Kingdoms - Indo-Greeks - Kushanas and Kanishka - Society Economy Literature Art and Architecture; The Satavahanas; Sangam Age Literary Development.	4	4 &5
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
V	Gupta Empire: A Brief Political Survey - Polity and Administration, Social and Economic Conditions, Agriculture and Land Grants - Feudalism, Caste System, Position of Women, Education, Literature, Science and Technology, Art and Architecture - Harshavardana and His Achievements.	4	5
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. E.H. Carr, What is History? Penguin Books, England, 1990. 2. Majumdar, R.C., History and Culture of the Indian People, Vols. I, II & III. 3. Romila Thapar, Asoka and the Decline of the Mauryas, OUP, New Delhi, 1995. 4. Romila Thapar, Early India (From the earliest to AD 1300). 		
Reference Books	<ol style="list-style-type: none"> 1. Poonam Dalal : Ancient and Medieval India for UPSC & State Level Exam 		
Course designed by		Verified by Chairman	
S Kavitha		Dr. R Malathi	

Course Code		Title	
22U4VBOE06		Value Based Open Elective Course : Indian Knowledge System	
Semester: IV		Credits: 2	ESE: 50 Marks
Course Objective		To make the students understand the knowledge system in India and apply it to their day to day life	
Course Category		Value Education	
Development Needs		National	
Course Description		This course will actively engage for spreading the rich heritage of our country and traditional knowledge in the field of Arts and literature, Agriculture, Basic Sciences, Engineering & Technology, Architecture, Management, Economics, etc	
Course Outcomes		Teaching Methods	
CO 1	Understand the History and an overview of Indian knowledge System.	Flipped Classroom	
CO 2	Interpret the Importance of Vedic Corpus and Philosophical System	Student Centric	
CO 3	Analyse the Foundational Concepts like Linguistics and and Number Systems.	Blended Mode	
CO 4	Interpret the concepts of Astronomy and Town Planning Architecture.	Flipped Classroom	
CO 5	Describe the Importance of Health, Wellness, Psychology and Administrative Governance	Case-Base	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Indian Knowledge System : An Introduction: Importance of Ancient Knowledge-Defining Indian Knowledge System –The Indian Knowledge System Corpus-A Classification Framework-History of Indian Knowledge System.	1	1
Instructional Hours			06
Suggested Learning Methods : Cooperative Learning			
II	The Vedic Corpus: Introduction to Vedas-The four Vedas. Philosophical System: Indian Philosophical System – Development and Unique Features-Vedic schools of Philosophy.	1	2 & 3
Instructional Hours			06
Suggested Learning Methods : Peer Learning			

III	<p>Linguistics: Component of a Language-Role of Sanskrit in Natural Language Processing.</p> <p>Mathematics: Unique Aspects of Indian Mathematics-Great Mathematicians and their Contributions-Arithmetic Calculations.</p>	1	5 & 8
Instructional Hours			06
Suggested Learning Methods : Group Learning			
IV	<p>Astronomy: Unique aspects of Indian Astronomy-Historical Development of Astronomy in India-Elements of the Indian Calendar</p> <p>Town Planning Architecture: Indian Architecture- A Historical Perspective –Town Planning-Unitary Building –Temple Architecture</p>	1	9 & 12
Instructional Hours			06
Suggested Learning Methods : Mind Mapping			
V	<p>Health, Wellness and Psychology: Ayurveda -Definition of Health-Tridosas-Relationships to Health-Disease-Disease Management-Yoga way of Life-Indian Approach to Psychology.</p> <p>Governance and Public Administration: Arthashastra Governance and Administration.</p>	1	13 & 14
Instructional Hours			06
Suggested Learning Methods : Case Studies			
Total Hours			30
Text Books	1. B.Mahadevan,Vinayak Rajat Bhat,Nagendra Pavana R.N , Introduction to Indian Knowledge System: Concepts and Applications, PHI Learning Private Limited,Delhi, 2022.		
Reference Books	1. Traditional Knowledge System in India by Amit Jha Atlantic publishers, 2002. 2. Traditional Knowledge System in India, by Amit Jha, 2009.		
Web. URLs	1. https://www.youtube.com/watch?v=LZP1StpYEPM 2. http://nptel.ac.in/courses/121106003/		
Course designed by		Verified by Chairman	
Dr. N Saranya		Dr. K Rajarajeswari	

Course Code	Title		
22U4VBOE07	Value Based Open Elective Course : Principles of Intellectual Property Rights		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To make the students to recognize the importance of IP and to educate the pupils on basic concepts of Intellectual Property Rights. To learn the procedure of obtaining Patents, Copyrights, Trade Marks & Industrial Design		
Course Category	Entrepreneurship		
Development Needs	Global		
Course Description	The course is designed to provide comprehensive knowledge to students regarding the general principles of IPR, Concepts and Theories, Criticisms of Intellectual Property Rights, the registration process, and the International Regime Relating to IPR.		
Course Outcomes		Teaching Methods	
CO 1	Understand Intellectual Property Rights (IPR), its significance in promoting innovation and creativity, and the different types of IPRs.	Lecture	
CO 2	Equip with the knowledge to navigate the patent filing process effectively.	Tutorial	
CO 3	Comprehend the fundamentals of copyrights, their types, registration procedures, terms and remedies	Lecture	
CO 4	Narrate the trademarks, their rights, types, purpose, registration process, and the trademark landscape in India	Tutorial	
CO 5	Analyze the significance of geographical indications (GI) and the need for their protection, the relevant laws and regulations in India	Lecture	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Introduction to Intellectual Property Rights (IPR): Definition of IPR, Importance of IPR, Kinds of Intellectual property rights: Copy Rights, Patent, Trade Mark, Trade Secret and trade dress, Design, Layout Design, Geographical Indication, Plant Varieties and Traditional Knowledge, IPR in India and the world, IPR and WTO.	1	1,2
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
II	Patent: Introduction to Patent, Patent Act 1970 and its amendments, Patentable and non-Patentable inventions, legal requirements for obtaining Patent, Registration Procedure of Patent, The role of Patentees and Different layers of the international patent system: National and International Patent filing procedures.	1	4
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
III	Copyright: Introduction to Copyrights, Origin, and Definition & Types of Copyrights, Registration procedure, Assignment & license, Terms of Copyright, Piracy, Infringement, Remedies, Copyrights with special reference to software, Copyrights in India.	1	
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			

IV	Trademarks: Introduction to trademarks, Rights of trademark, Types of trademark, purpose, and function of a trademark, trademark protection, and trademark registration process, trademarks in India.	1	9
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
V	Design: Introduction to Design, Registration of Design, Cancellation of Registration, International Convention on Design, functions of Design, Geo Graphical Indication: Introduction to Geo Graphical Indication, Why and how GI needs protection and GI laws, Indian GI act.	1	7,10
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
Total Hours			30
Text Book	1. Intellectual Property Rights, Asha Vijay DurafeDhanashree K. Toradmalle, Wiley Publisher, 2022		
Reference Book	1. B.L. Wadera, Patents, trademarks, copyright, Designs and Geographical Judications.		
Web. URLs	1. https://dst.gov.in/sites/default/files/E-BOOK%20IPR.pdf		
Course designed by		Verified by Chairman	
Dr. K Prathap Chandran		Dr. S Saraswathi	

Course Code	Title		
22U4VBOE08	Value Based Open Elective Course : Science, Society and Culture		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To create awareness on Science, Indian Society and cultural heritage of our Country		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Facilitate the awareness on Science in everyday life, Indian Society and Social empowerment, Democracy and Freedom of our Country. Ancient Civilization, cultural heritage and perceptions of Indian Culture		
Course Outcomes		Teaching Methods	
CO 1	Know the concepts of Science in our daily life and awareness about Scientific community	Lecture / Video Lessons / Model	
CO 2	Gain knowledge on Indian society and development of modern society	Lecture / Video Lessons	
CO 3	Learn about Indian social issues and awareness on our social laws	Lectures / Case study	
CO 4	Understand the Indian culture, diversity of culture and Traditional customs	Tutorial / Group Discussion	
CO 5	Comparison of ancient heritage and civilization of our country and follow them in our life	Lecture / Tutorial	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Common Science - Developments and their applications- effects in day to day Life - Achievements of Indians in Science and Technology. Awareness in the fields of IT, Space, Computers, Robotics, Nanotechnology and Biotechnology. Scientists of Ancient India, Science and Scientists of Medieval India, Scientists of Modern India. India's Policy in the Field of the Science, Policies and Reports related to Science-Innovative Technology Vision.	1	1
		Instructional Hours	6
Suggested Learning Methods : Video Lectures			
II	Social Behaviour - Salient features of our Society-Social diversity of India-Impact of globalization on Indian society. Social empowerment, Democracy and Freedom-Role of women and women's organization in the development of healthy society.	2	1
		Instructional Hours	6
Suggested Learning Methods : Video Tutorials			
III	National Integration – Communalism - Regionalism and Secularism – Problems relating to development and management of Social Sector-Services relating to Health, Education and Human Resources. Welfare schemes for vulnerable sections of the people-Performance of Centre and States schemes-Mechanisms-Laws,	2	1 & 2

	Institutions and Bodies constituted for the protection and development of vulnerable sections.		
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
IV	South Asian Cultures -Indian culture-combination of several cultures-Indian philosophy-Religious culture-Family structure and marriage-Wedding rituals-Indian greetings-Indian foods- Festivals-Traditional clothing. Epics of India-Indian Arts and Music-Indian architecture and Sculptures-Indian Languages and Literature-Perceptions of Indian culture.	3	1
Instructional Hours			6
Suggested Learning Methods : Video Tutorials			
V	Ancient Civilization -Indus Valley Civilization-Harappa and Mohenjo-Daro civilization-Evolutions of early Buddhist Architecture-Advent in China-Ellora caves civilization-King Gupta's period of civilization-Vijayanagara inscriptions-Mohall's period of civilization-British culture.	4	2
Instructional Hours			6
Suggested Learning Methods : Online Tutorial			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Science, Culture and Society: Understanding Science in the 21st Century by Mark Erickson, Paperback – Illustrated, 2015. 2. Khanna, Indian Social order and Laws, Universities Press. 3. Choudhary, Social Protection Law Provisions and Procedure. 4. Indian Heritage systems-Universal Law Publishing Company. 5. Ancient Civilization of Indian sub-continent- Ancient Books. 		
Reference Books	<ol style="list-style-type: none"> 1. National integration and Secularism: Issues and Challenges, Regal Publications. 2. Ancient Culture of India: Issues and Concerns. 		
Web. URLs	<ol style="list-style-type: none"> 1. https://www.amazon.in/Science-Culture-Society-Understanding-Century-dp-0745662250/dp/0745662250/ref=dp_ob_title_bk. 2. https://iasscore.in/upsc-syllabus/indian-society/indian-society-mains. 3. https://www.worldhistory.org/india/ 		
Course designed by		Verified by Chairman	
Dr. K Narayanasamy		Dr. M Thangavel	

Course Code		Title	
22U4VBOE09		Value Based Open Elective Course : Community Engagement	
Semester: IV		Credits: 2	ESE: 50 Marks
Course Objective		This course serves as an introduction to community engagement, helping learners to explore methods of community involvement, change making process, and professionalism within the community.	
Course Category		Skill Development	
Development Needs		National	
Course Description		Apply the principles of communication for outreach to the diverse public, decision makers, and stakeholder groups.	
Course Outcomes			Teaching Methods
CO 1	Apply professional behavior when working with community organizations		Lecture/ Case Study
CO 2	Investigate the complexity of problems related to community needs		Lecture/ Role Play
CO 3	Design and conduct the phases of a community engagement process, using consensus building and relating to formal planning procedures.		Lecture/ Case Study
CO 4	Recognize community interests, power dynamics, and conflict, and facilitate empowerment of excluded groups and negotiation		Lecture// Role Play
CO 5	Direct cross-jurisdictional, inter-agency, inter-disciplinary, and multi-stakeholder collaboration.		Lecture/ Case Study
Course Content			Instructional Hours / Week : 2
Unit	Description		Text Book
I	Concept, Ethics and Spectrum of Community engagement, Local community, Rural culture and Practice of community engagement		3
			Instructional Hours
			6
Suggested Learning Methods : Seminar			
II	Rural Development Programs and Rural institutions, Local Administration and Community Involvement		2
			Instructional Hours
			6
Suggested Learning Methods : Role Play			
III	Stages, Components and Principles of community development, Utility of public resources. Social contribution of community networking, Various government schemes.		1
			Instructional Hours
			6
Suggested Learning Methods : Role Play			

IV	Community Engaged Research and Ethics in Community Engaged Research. PRA, Programmes of community engagement and their evaluation.	1	2
Instructional Hours			6
Suggested Learning Methods : Creative Art Assignments			
V	Rural Distress, Rural Poverty, Impact of Disasters on Migrant Laborers, Mitigation of Disaster.	2	1
Instructional Hours			6
Suggested Learning Methods : Community Participation Program			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Participatory Rural Appraisal, PRA Application in Rural Development Planning, R Ramesh 2. Introduction to Community Development, Theory, Practice, and Service-Learning, Gary Paul Green, Jerry W. Robinson, Jr, 2011, SAGE Publications 		
Reference Books	<ol style="list-style-type: none"> 1. Community-based participatory research: a capacity-building approach for policy advocacy aimed at eliminating health disparities. Am J Public Health. 2010 2. Achieving successful community engagement: A rapid realist review. BMC Health Services Research. 		
Web. URLs	<ol style="list-style-type: none"> 1. https://unnatbharatabhiyan.gov.in › presentations 2. https://www.wellawareworld.org/ 		
Course designed by		Verified by Chairman	
Narmadha Veroniha T		Dr. P Nathiya	

Course Code	Title		
22U4VBOE10	Value Based Open Elective Course : Emotional Intelligence		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To enable the Students to understand the concepts of Emotional Intelligence, its models and components		
Course Category	Employability & Skill Development		
Development Needs	National & Global		
Course Description	Understanding the importance of Emotional Intelligence and build effective relationships		
Course Outcomes		Teaching Methods	
CO 1	Understand the Self-Awareness, Self-Management, Social Awareness and Relationship Management	Lecture/ Video Lectures	
CO 2	Discover personal competence and techniques of building emotional intelligence.	Lecture/ Role Play	
CO 3	Narrate the insights into establishing positive relationships	Lecture/ Peer Teaching	
CO 4	Understand the emotional intelligence and its importance	Lecture/ Role Play	
CO 5	Summarize the Self-Management Techniques	Lecture/ Group Discussion	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Fundamentals of Emotional Intelligence: Meaning Definition Nature and Significance Models of Emotional Intelligence-: Ability, Trait and Mixed Building blocks of emotional intelligence: Self-awareness, Self-Management, Social Awareness, and Relationship Management	1	1&2
Instructional Hours			6
Suggested Learning Methods : Video lectures			
II	Personal Competence: Meaning Definition Self Awareness: Observing and recognizing one's own feelings, Knowing one's strengths and areas of development. Self-Management: Managing emotions, anxiety, fear, and anger.	1	5&6
Instructional Hours			6
Suggested Learning Methods : Role Play			
III	Social Competence: Social Awareness: Others' Perspectives, Empathy and Compassion Relationship Management: Effective communication, Collaboration, Teamwork and Conflict Management	2	1&2
Instructional Hours			6
Suggested Learning Methods : Peer Teaching			
IV	Emotional Intelligence: Measurement and Development - Meaning Definition, Importance	2	4&5

	Measures of emotional intelligence Strategies to develop and enhance Emotional Intelligence		
Instructional Hours			6
Suggested Learning Methods : Role Play			
V	Self-Management Techniques: Meaning Definition Techniques to regulate emotions such as Mindfulness, Conditioned relaxation response and Boundary setting Techniques of Relationship Management: Display of empathy, Effective Communication , Teamwork , Conflict resolution	2	6&7
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Bar-On, R., & Parker, J.D.A.(Eds.) (2000). The handbook of emotional intelligence. San Francisco, California: Jossey Bros. 2. Goleman, D. (2005). Emotional Intelligence. New York: Bantam Book. 3. Sternberg, R. J. (Ed.). (2000). Handbook of intelligence. Cambridge University Press. 		
Reference Books	<ol style="list-style-type: none"> 1. HBR's 10 Must Reads on Emotional Intelligence (2015) 2. HBR's 10 Must Reads on Managing Yourself (2011) 3. Self-Discipline: Life Management, Kindle Edition, Daniel Johnson. 		
Course designed by		Verified by Chairman	
Dr. R A Ayyapparayan		Dr. R A Ayyapparayan	

Course Code	Title		
22U4VBOE11	Value Based Open Elective Course : Fundamentals of Tourism		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To impart Knowledge on Tourism and its development in the economic growth and also to identify the tourist needs.		
Course Category	Employability		
Development Needs	Global		
Course Description	To enhance the students to get part in the tourism industry and to know about concepts of tourism.		
Course Outcomes		Teaching Methods	
CO 1	Understand tourism and its development	Direct Instruction	
CO 2	Analyse the Factors influencing the Travel Motivations.	Direct Instruction	
CO 3	Comprehend the Tourist Transport	Video Lessons	
CO 4	Understand the Tourist Accommodations	Direct Instruction	
CO 5	Apply the Travel Agency Operations	Video Lessons	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	The Tourism Phenomenon: Definition – Tourism; Tour; Tourist; Visitor; Excursionist; Domestic; International; Inbound; Outbound; Destination. Growth of Tourism / Evolution / History of Tourism & Present status of tourism in India. Thomas Cook – Grand Circular Tour.	1	9, Key Terms
Instructional Hours			6
Suggested Learning Methods : Lecture Based Learning			
II	Travel Motivations: Categories of Motivations: Physical Motivators, Cultural Motivators, Interpersonal Motivators, Status and prestige Motivators. Types of Tourism: Pleasure, relaxation, Rest and recreation, Health, Participation in Sports, Curiosity and Culture, Ethnic and Family, Spiritual and Religious, Professional or Business.	1	3
Instructional Hours			6
Suggested Learning Methods : Group Learning Method			
III	Tourist Transport: Role of Transport in Tourism, Modes of Transport, Road Transport, Air Transport, Rail Transport, Sea Transport.	2	15
Instructional Hours			6
Suggested Learning Methods : Group Learning Method			
IV	Tourist Accommodation: Definition, Types of Hotels, International Hotels, Resort Hotels, Commercial Hotels, Residential Hotels, Floating Hotels. Supplementary Accommodation: Motel, Youth Hostel, Camping Sites, Pension, Bed and Breakfast Establishment, Tourist Holiday Villages, Time and Resort Condominiums.	1	8
Instructional Hours			6
Suggested Learning Methods: Group Learning Method			

V	Travel Agency: Products of Travel Agency, Classification of Travel Agency, Functions, Travel Related Business, International Travel Requirements, Travel Agency Operations.	3	2,3
Instructional Hours			6
Suggested Learning Methods: Lecture Based Learning			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. A.K. Bhatia, Tourism Development: Principles & Practices, Sterling Publishers Pvt 2007. 2. A.K. Bhatia, International Tourism Management, Sterling Publishers Pvt 2012. 3. Jagmohan Negi, Travel Agency Operations Concepts and Principles, Kanishka Publishers and Distributors, 2003. 		
Reference Books	<ol style="list-style-type: none"> 1. Biswanth Gosh, Tourism & travel management, Vikas Publishing House, Second Edition, 2008. 2. Christopher Holloway, Business of tourism, Elsevier Publisher, Second Edition, 2006. 		
Course designed by		Verified by Chairman	
B Tamil Selvan		B Tamil Selvan	

Course Code		Title	
22U4VBOE12		Value Based Open Elective : Health Education	
Semester: IV		Credits: 2	ESE: 50 Marks
Course Objective		1. Acquire knowledge on different dimensions of health. 2. Inbuilt healthy life style practices	
Course Category		Value education	
Development Needs		Local	
Course Description		It provides knowledge on values and practices for healthy living	
Course Outcomes		Teaching Methods	
CO 1	Recall the importance of health education	Interactive session	
CO 2	Enlist the right choice of foods and dietary pattern	Interactive session	
CO 3	Identify methods to manage mental health issues	Activity based teaching	
CO 4	Practice effective personal health habits	Interactive session	
CO 5	Summarize the importance of environmental health for mankind	Interactive session	
Course Content		Instructional Hours /Week : 2	
Unit	Description	Text Book	Chapters
I	Health Education: Concept of health, Components of wellness, spectrum and determinants of health - Definition of health-health education-Aim, objective and principles of health education - Health services, Related Activity -Measuring the health attitudes of students	1	1
		Instructional Hours	6
Suggested Learning Methods: Group Activity			
II	Food and Health Basic 4, 5and7 food groups; functional food groups-energy yielding, body building and protective foods (only sources and functions), food pyramid, meal planning pattern, healthy eating pattern.Related Activity -Assessing dietary adequacy of students	3,4	1 & 1, 2
		Instructional Hours	6
Suggested Learning Methods: Peer learning			
III	Mental Health Meaning of mental health – importance of mental health-characteristics of emotionally healthy-Self esteem-Values and patterns in decision making- Mental health problem of adolescences – depression & stress -causes and management Related activity-Stress level assessment in students	1	6
		Instructional Hours	6
Suggested Learning Methods: Role play			

IV	<p>Personal Health Definition of personal health- under nutrition and over nutrition -prevalence of life style disease-healthy lifestyle practices- personal hygiene-Importance of physical activities & exercise Related Activity -Analyzing the physical activity pattern of students</p>	1	8
Instructional Hours			6
Suggested Learning Methods: Assignment			
V	<p>Environment and Health Definition of environmental health, Biodiversity, climate change and biodiversity, environmental pollution-causes and consequences of air, water and soil pollution-Food contamination and consequences Related Activity-Group discussion on case studies</p>	2	5,8
Instructional Hours			6
Suggested Learning Methods: Group Discussion			
Total hours			30
Text Books	<ol style="list-style-type: none"> 1. Anspaugh (2001), Teaching Today's Health, Library of Congress Cataloging, 6th Edition, US 2. Tyler Miller (2006), Environmental Science, Cengage learning India private ltd 3. Srilakshmi (2010), Dietetics, New age International private limited, New Delhi 4. Srilakshmi (2010), Food Science, New age International private limited, New Delhi 		
Reference Books	<ol style="list-style-type: none"> 1. Howley & Don Fransus(B) (2003) Health Fitness Instructor's Handbook. Human Kinetics publication. 2. Ramachandran. L. Dharmalingam. T (1993) Health Education India. Vikas publishing House Private Limited 		
Journals	<ol style="list-style-type: none"> 1. Health education 		
Course designed by		Verified by Chairman	
Dr A Swarnalatha		Dr A Swarnalatha	

Course Code	Title		
22U4VBOE13	Value Based Open Elective Course : Media and Politics		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To Impart knowledge of understanding the media and politics		
Course Category	Skill Development		
Development Needs	Global		
Course Description	This course examines how media and political institutions interact to shape public thinking and debates around social problems.		
Course Outcomes		Teaching Methods	
CO 1	Understand the basic idea of media and Politics	Lecture and Demonstration	
CO 2	Summarize the political stance of media.	Lecture	
CO 3	Apply the Skills on writing political news.	Lecture and Demonstration	
CO 4	Evaluate the various characteristics of media Organization.	Video Lectures	
CO 5	Apply the mass media influences as individuals, groups, and society in political contexts	Discussion	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Media — Meaning and importance. Role of media in Society Political Communication – Mass Media politics and Society- Cinema and political manifestation. Social media and Political narration	1	1
		Instructional Hours	06
Suggested Learning Methods : Learning by Teaching			
II	Characteristics of Modern Mass Media: Print and Electronic Media – Political economy and Ownership	2	2
		Instructional Hours	06
Suggested Learning Methods : Active Learning			
III	Political Economy - State ownership versus private ownership of mass media – Consequences of private and public- Media ownership pattern Government Regulation – Monopoly- Media content and its Censorship.	1	2
		Instructional Hours	06
Suggested Learning Methods : Group Learning			
IV	Public Opinion- The relationship between the mass media and public sphere- Political manipulation of media content- the impact of mass media on global political processes.	3	3
		Instructional Hours	06
Suggested Learning Methods : Visual Learning			
V	Political effects of Mass Media: Individual- group- and Society Public- making public opinion- Setting of Political agenda-	2	4

	Political Socialization- Political mobilization		
Instructional Hours			06
Suggested Learning Methods : Case study based Learning			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Lowe, L. (2016). The Definitive Guide to Creative Writing and Media Productions. United States: Xlibris UK. 2. Marshall, C. (2018). Writing for Social Media. United Kingdom: BCS Learning & Development Limited. 3. Cain, S., Batty, C. (2016). Media Writing: A Practical Introduction. United Kingdom: Palgrave Macmillan. 		
Reference Books	<ol style="list-style-type: none"> 1. Mencher, Melvin."Basic News Writing" Universal Bookstall, New Delhi.1993. 2. Sreenivas Rao. Academic Book Centre, Ahmedabad. 1981. 3. Barnard, J. (2019). The Multimodal Writer: Creative Writing Across Genres and Media. United Kingdom: Bloomsbury Academic. 4. Kuehn, S. A., Lingwall, J. A. (2016). The Basics of Media Writing: A Strategic Approach. United States: SAGE Publications. 		
Web. URLs	<ol style="list-style-type: none"> 1. https://www.bing.com/videos/ 		
Course designed by		Verified by Chairman	
R Baiju Paul		R Baiju Paul	

Course Code		Title	
22U4VBOE14		Value Based Open Elective : Positive Psychology and Work Life	
Semester: IV		Credits: 2	ESE: 50 Marks
Course Objective		To bring an experience marked by predominance of positive emotions and informing them about emerging paradigm of Positive Psychology	
Course Category		Skill Development	
Development Needs		National	
Course Description		Build relevant competencies for experiencing and sharing happiness as lived experience and its implications	
Course Outcomes			Teaching Methods
CO 1	Understand the realities of Psychology and Work life		Lecture/ Case Study
CO 2	Insight on origin and development of Positive Psychology		Lecture/ Role Play
CO 3	Reveal the knowledge about phases of Positive Psychology		Lecture/ Case Study
CO 4	Perceptiveness about Happiness in Psychology and its Traits		Lecture/ Role Play
CO 5	Furnish the specific skills and techniques for working with Trust and Companionship		Lecture/ / Role Play
Course Content			Instructional Hours / Week : 2
Unit	Description	Text Book	Chapters
I	Introduction to Positive Psychology : Positive Psychology: Concept, History, Nature, Dimension and scope of Positive Psychology Seligman's PERMA	3	1
Instructional Hours			6
Suggested Learning Methods : Seminar			
II	Positive Emotional States and Processes, Positive Emotions and well being: Hope & Optimism, Love, The Positive Psychology of Emotional Intelligence, Influence of Positive Emotions	2	3
Instructional Hours			6
Suggested Learning Methods : Role Play			
III	Strengths and Virtues : Character Strengths and Virtues Resilience in the phase of challenge & Loss, Empathy and Altruism	1	3
Instructional Hours			6
Suggested Learning Methods : Role Play			
IV	Happiness : Introduction to Psychology of happiness, well being and scope, Types of happiness- Eudaimonic and Hedonic History of Happiness, Theories, Measures and Positive correlates of happiness, Traits associated with Happiness, Setting Goals for Life and Happiness	3	2
Instructional Hours			6
Suggested Learning Methods : Creative Art Assignments			

V	Forgiveness and Gratitude : Forgiveness and Gratitude , Personal transformation and Role of suffering , Trust and Compassion	1	3
Instructional Hours			6
Suggested Learning Methods : Community Participation Program			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Argyle, M. 1987. <i>The psychology of happiness</i>. London: Methuen. 2. Carr, Alan (2007). <i>Positive Psychology: The science of human happiness and human strengths</i>. Routledge, Taylor and Francis Group-London. 3. Csikzentmihalyi, Mihaly (1990) <i>Flow: The Psychology of Optimal Experience</i>, Harper Perennial. 3. Garcia,Hector., & Mirrales. Francesc.(2017) <i>IKIGAI-The Japanese Secret to a Long and Happy Life</i>, Hutchinson London. 		
Reference Books	<ol style="list-style-type: none"> 1. Frankl, Viktor E. (1988). <i>The Will to Meaning: Foundations and Applications of Logotherapy</i>. Meridian/Plume 2. Frankl, Viktor E. (2000) <i>Man's Search for Ultimate Meaning</i>, Basic Books. 3. Snyder, C. R., & Lopez, S. J., & Pedrotti, J. T (2011) <i>Positive Psychology: The Scientific and Practical Explorations of Human Strengths</i>, Sage Publications India Pvt Ltd. 		
Course designed by		Verified by Chairman	
Lidya		Dr. P Nathiya	

Course Code	Title		
22U4VBOE15	Value Based Open Elective Course : Professional Ethics		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	Students will understand the importance of Values and Ethics in their personal lives and Professional careers		
Course Category	Employability & Skill Development		
Development Needs	National & Global		
Course Description	Understanding the importance of maintaining Professional Ethics and build effective career.		
Course Outcomes		Teaching Methods	
CO 1	Understand the basic purpose of Profession	Lecture	
CO 2	Summarize the Professional Rights And Responsibilities	Lecture/ Peer Teaching	
CO 3	Apply the various Roles in Applying Ethical Principles at Various Professional Levels	Lecture/ Case Study	
CO 4	Professional Ethical Values and Contemporary Issues	Lecture/ Role Play	
CO 5	Excelling in Competitive and Challenging Environment to Contribute to Industrial Growth.	Lecture/ Group Discussion	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Introduction to Professional Ethics: Meaning Definition Basic Concepts Governing Ethics, Personal & Professional Ethics, Life Skills, Emotional Intelligence Profession and professionalism, Professional Associations, Professional Risks, Professional Accountabilities, Professional Success, Ethics and Profession.	1	1&2
Instructional Hours			6
Suggested Learning Methods : Video lectures			
II	Basic Theories: Basic Ethical Principles, Moral Developments, Deontology Virtue Theory, Rights Theory, Casuist Theory, Moral Absolution, Moral Rationalism, Moral Pluralism Ethical Egoism, Feminist Consequentialism, Moral Issues, Moral Dilemmas, Moral Autonomy	1	5&6
Instructional Hours			6
Suggested Learning Methods : Mini Case Analysis			
III	Professional Practices: Professions and Norms of Professional	2	1&2

	Conduct, Norms of Professional Conduct vs. Profession Responsibilities, Obligations and Moral Values in Professional Ethics, Professional codes of ethics The Centrality of Responsibilities of Professional Ethics; lessons from 1979 American Airlines DC-10 Crash and Kansas City Hyatt Regency Walk away Collapse.		
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
IV	Ethics in changing domains of Research: The US government wide definition of research misconduct, research misconduct distinguished from mistakes and errors, recent history of attention to research misconduct The emerging emphasis on understanding and fostering responsible conduct, responsible authorship, reviewing & editing.	2	4&5
Instructional Hours			6
Suggested Learning Methods : Role Play			
V	Global issues in Professional Ethics: Introduction – Current Scenario, Technology Globalization of MNCs, International Trade, World Summits, Issues Business Ethics and Corporate Governance, Sustainable Development Ecosystem, Energy Concerns, Ozone Deflection, Pollution, Ethics in Manufacturing and Marketing Media Ethics; War Ethics; Bio Ethics, Intellectual Property Rights	2	6&7
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
Total Hours			30
Text Books	<ol style="list-style-type: none"> Professional Ethics: R. Subramanian, Oxford University Press, 2015. Ethics in Engineering Practice & Research, Caroline Whitbeck, 2e, Cambridge University Press, 2015 		
Reference Books	<ol style="list-style-type: none"> Business Ethics concepts & Cases: Manuel G Velasquez, 6e, PHI, 2008 		
Course designed by		Verified by Chairman	
Dr. R A Ayyapparayan		Dr. R A Ayyapparayan	

Course Code	Title		
22U4VBOE16	Value Based Open Elective Course : Science of Happiness		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To explore the key elements of happiness at work and strategies to cultivate joy, well-being, and productivity in the workplace, relationship between happiness and various work-related factors, such as efficiency, creativity, innovation, work-life balance, and making a difference for others.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	To create a positive work environment and promote happiness for themselves and others.		
Course Outcomes		Teaching Methods	
CO 1	Understand the Happiness as a Scientific Construct	Lecture Method	
CO 2	Apply the Theories and Models of Well-being	Flipped Teaching	
CO 3	Demonstrate the Individual Factors and Happiness	Lecture Method	
CO 4	Analyze the Social and Environmental Factors in Happiness	Lecture Method	
CO 5	Apply Happiness and Work Efficiency	Flipped Teaching	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Introduction to Happiness as a Scientific Construct Defining happiness and its importance in individual and societal well-being, Overview of subjective well-being and its components - life satisfaction, positive emotions, and negative emotions, Exploration of cultural variations in happiness and its measurement	1	1
		Instructional Hours	6
Suggested Learning Methods : Group Discussion			
II	Theories and Models of Well-being Prominent theories of well-being - hedonic well-being, eudemonic well-being, PERMA model. Role of factors - autonomy, meaning, and engagement in happiness. Strengths and limitations of different well-being models	1	2
		Instructional Hours	6
Suggested Learning Methods : Group Discussion			
III	Individual Factors and Happiness Personality traits - optimism, resilience and their influence on happiness. Role of genetics and biological factors in determining happiness levels. Examination of personal values, goals, and self-esteem and their impact on subjective well-being	1	3
		Instructional Hours	6
Suggested Learning Methods : Group Discussion			
IV	Social and Environmental Factors in Happiness Importance of social relationships and social support in	1	4

	promoting happiness. Influence of social comparison, social norms, and cultural factors on well-being. Impact of environmental factors - access to nature, quality of living conditions on happiness.		
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
V	Happiness and Work Efficiency Impact of happiness on work efficiency and productivity, strategies for managing daily hassles and reducing stress in the workplace, link between happiness and creativity in the workplace, Strategies for fostering a creative and innovative work environment	1	5
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
Total Hours			30
Text Books	1. Susan A. David, Ilona Boniwell, and Amanda Conley Ayers; The Oxford Handbook of Happiness.		
Reference Books	1. Achor, S. (2010). The happiness advantage: The seven principles of positive psychology that fuel success and performance at work. Random House. 2. Lyubomirsky, S. (2008). The how of happiness: A scientific approach to getting the life you want. Penguin. 3. Diener, E., & Seligman, M. E. P. (2002). Very happy people. Psychological Science, 13(1), 81-84.		
Web. URLs	1. https://onlinecourses.nptel.ac.in/noc23_hs06/preview		
Course designed by		Verified by Chairman	
Dr. S Balaji		Dr. K Rajarajeswari	

Course Code	Title		
23U3VCC511	Core Paper – XI Media, Culture and Society		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
Course Objective	To impart knowledge on the understanding of Media, Culture and Society and how it's related to one another.		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	This course is designed to provide students with a comprehensive understanding of media culture and society		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Analyze the impact of mass media on its masses	Lecture	Assignment
CO 2	Analyze the effect of globalization on Indian media.	Video lecture	Seminar
CO 3	To Understand the representation of society and culture in the media content	NPTEL Videos	Group discussion
CO 4	Create the ideology of popular media culture.	Group Discussion	Presentation
CO 5	Develop ideas of segmentation in culture	Video lecture	Case study Assignment
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	An introduction to the media- media industries and media audiences. Effects of Media Individual, society and culture basic issues – power of mass media. Dynamics of modern communication: the shaping and impact of new communication technologies – Media in Indian society.	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	Large Corporation and control of the communication industries- Negotiation of control in media organization and occupation, Symbolic Conception of Culture Cultural dependence and mass media. Frankfurt School-Critical theory-Cultural Marxism conspiracy theory.	1	4
Instructional Hours			15
Suggested Learning Methods : Group Discussion			
III	Media and social construction of reality- Mediation and representation-texts, meaning and audiences. Rules in society, rules and culture, Classical Conception of culture, media and rules, Public opinion, Manufacturing consent, Noam Chomsky - modern linguistics.	1	5
Instructional Hours			15
Suggested Learning Methods : Group Discussion			

IV	Defining ideology and culture- emotions and culture, language and culture, race and culture, social class and culture, habits and popular culture – Cultural Industry- Theodor Adorno- Max Horkheimer, popular reception, popular emotions, mediated feelings, Media and cultural imperialism. Mechanical reproduction.						3	2					
Instructional Hours							15						
Suggested Learning Methods : Content Writing													
V	Culture, conception and pleasure- political and economical aspects, Direct effects, Limited effects, Uses and gratifications, the mass audience, the mass society, rethinking the mass audience, segmentation, Polarization.						2	9					
Instructional Hours							15						
Suggested Learning Methods : Group Project													
Total Hours							75						
Text Books		1. Michel Higgins - Media and Their Publics – Open University Press 2012 2. David Demers and K. vishwanath, Mass media, social control and social change , Surjeeth 3. Graeme Burton - Media and Society 2nd edition – Rawat publications, 2015											
Reference Books		1. Navel Prabhakar and narendrabasu, Mass media and society , Ajay varma publications, 2004. 2. Subhanh. R. Joshi, Children, Youth and Electronic Media , B.R. Publications, Delhi 2006. 3. N.K.Varma, Media and Woman , Mohith Publications, Newdelhi, 2006.											
Web. URLs		https://www.youtube.com/watch?v=Jc-PwpK50tg https://www.youtube.com/watch?v=5km5XtqcE0k											
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Case Study	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	H	M	H	H	L	H	M	H	H	H
CO2	M	M	M	M	M	M	M	M	H	M	M	H	H
CO3	H	M	L	H	H	M	H	L	M	H	M	M	H
CO4	M	M	M	H	M	M	H	M	H	M	H	M	M
CO5	H	M	L	H	H	H	H	L	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. k. Pradeep							Mr. Baiju Paul						

Course Code	Title		
23U3VCC512	Core Paper XII- Media Law and Ethics		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
Course Objective	To impart knowledge on the media laws listed by the Indian Constitution and the ethics put forth by the regulatory bodies in the country.		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	The course guides students in understanding the different approaches to the complexities and processes of media laws and ethics the worldwide standards.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Understand the media related laws and ethics.	Lecture	Assignment
CO 2	To Apply knowledge on the salient features of exclusive media Acts.	Visual lecture	Seminar
CO 3	To Analyze advertising codes put forth by the Advertising Standard Council	NPTEL Videos/Lecture	Group discussion
CO 4	To Create the awareness about the cybercrimes and cyber laws.	Group discussion	Report writing Exercise
CO 5	To demonstrate the ethical and moral values in the society.	Visual Lecture	Case study
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Indian Constitution – Fundamental Rights, Right To Equality, Right To Freedom, Right To Freedom Of Religion, Right To Constitutional Remedies. Directive Principles Of State Policy, Legislative Relations-Privileges And Powers Of Parliament Declaring Emergency-Provisions For Amending The Constitution Freedom Of Media And Restrictions, Centre State Relations.	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	Defamation – Liable, slander provisions of Indian penal code, Vernacular Press act, Official Secrets act, Working Journalist act 1955, Contempt of Court act, 1971. Drugs and Magic remedies act, Press Council act 1978, Cinematograph act 1952. PrasarBharathi act 1990, The freedom of information act 2000, Cable TV networks act	1	4
Instructional Hours			15
Suggested Learning Methods : Group Discussion			
III	Intellectual Property Act- Designs Act, Trade And Merchandise Act 1958, Patents act 1970, Copy Rights act 1957, Case Studies For Intellectual Property Rights, Right to information act 2005.	1	5
Instructional Hours			15
Suggested Learning Methods : Group Discussion			

IV	Ethics vs. law, code of ethics- All India news papers editors conference (AINEC) Plagiarism, Advertising ethics, code for radio and television, ethics of broadcasting. The children act 1960,code of ethics						3	2					
Instructional Hours							15						
Suggested Learning Methods : Content Writing													
V	Introduction To Cyber Laws- Types Of Cyber Crimes , Hacking, Cracking ,Virus ,Data Diddling, E-mail Bombing , Logic Bombing , Preaching, Spamming, Spoofing, Phishing, Morphing, Digital Signature, Piracy Audio And Video Domain Name Registration Issue, Information Technology Act 2000. Social Media Working Group Act of 2014, cyber crime against women, penalties and adjudication, Offences.						3	4,5					
Instructional Hours							15						
Suggested Learning Methods : Group Project													
Total Hours							75						
Text Books	1. Media Law, Ethics, and Policy in the Digital Age. (2016). United States: IGI Global. 2. Kundra.s, Media laws in Indian Constitution, Anmol publishing, 2005. 3. Neelamalar, Media Laws and Ethics, Prentice Hall of India 2009.												
Reference Books	1. Navel prabhakar and narendrabasu, Media Ethics and Laws, Ajay varma Publishers 2007. 2. Kiran prasanth, Media laws and ethics, B.R.Publishing,2008												
Web. URLs	https://www.youtube.com/watch?v=K1pnqWlhnQw https://www.youtube.com/watch?v=5h3CfgsEDw8&t=32s												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Case Study	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	H	M	H	H	L	H	M	H	H	H
CO2	M	M	M	M	M	M	M	M	H	M	M	H	H
CO3	H	M	L	H	H	M	H	L	M	H	M	M	H
CO4	M	M	M	H	M	M	H	M	H	M	H	M	M
CO5	H	M	L	H	H	H	H	L	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. K.Pradeep							Mr. Baiju Paul						

Course Code	Title		
23U3VCP513	Core Paper– XIII Video Production Practical		
Semester: V	Credits: 4	CIA : 40 Marks	ESE : 60 Marks
Course Objective	To impart the knowledge of skills in Non Linear Editing.		
Course Category	Employability		
Development Needs	Global		
Course Description	This course is designed to provide students with hands-on experience in video production. Through practical projects, students will learn how to plan, shoot, edit, and distribute high-quality video content.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand the knowledge of writing script for television program	Demonstration	Script Writing
CO 2	Analyze the skills on handling professional video camera.	Video Lecture	Group Discussion
CO 3	Remember the knowledge on exporting video footages.	Demonstration/ Video Lecture	Presentation
CO 4	To Develop knowledge on incorporating animation into the video.	Demonstration/ Video Lecture	Group Project
CO 5	To Evaluate creative techniques that can be used in Video Production	NPTEL Videos	Presentation
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	1. Script writing using any digital software. 2. Story board	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	3. Camera Movements 4. Shots and Angles	1	3
Instructional Hours			15
Suggested Learning Methods : Group Discussion			
III	5. Three Point Lighting techniques 6. Create VFX Special video 7. Anchoring 8. Titling using Aftereffects	2	5
Instructional Hours			15
Suggested Learning Methods : Peer Team Learning			
IV	9. Montage Interview 10. Compeering with songs	2	5,6
Instructional Hours			15
Suggested Learning Methods : E-module			
V	11. Shoot an Advertisement for commercial product 12. Create a Public Service Advertisement (PSA).	2	7

Instructional Hours						15							
Suggested Learning Methods : Group Projects													
Total Hours						75							
Text Books	Gerald Millerson (1994)Effective TV Production:Taylor & Francis												
Reference Books	1.Gerald Millerson (1994)Effective TV Production:Taylor & Francis 2.Jim Owens, Gerald Millerson (2019) Television Production:Routledge												
Web. URLs	https://www.youtube.com/watch?v=Xmn5JhlL3PI&t=57s https://www.youtube.com/watch?v=KVbc2Pg81rw&t=736s												
Tools for Assessment (40 Marks)													
Creativity	Camera Operations	Concept	Test 1	Test 2	Observation Note Book	Total							
5	5	5	10	10	5	40							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	H	M	H	H	M	H	M	H	H	H
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H
CO3	H	M	L	H	H	H	H	L	M	H	M	M	H
CO4	L	M	L	L	M	M	H	H	H	M	H	M	M
CO5	H	M	L	H	H	H	H	H	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Mr. Sanal Sudhakaran							Mr. Baiju Paul						

Course Code		Title		
23U3VCE501		Elective Paper I – (A) Comparative Media studies		
Semester: V		Credits: 4	CIA : 25 Marks	ESE : 75 Marks
Course Objective		To impart an understanding on the pattern of media system in all the parts of the world.		
Course Category		Skill Development		
Development Needs		Global/Local/Regional		
Course Description		This course introduces students to writing for the mass media and content writing ability		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	To Remember the ownership pattern of media organization in the developed and developing nations.	PPT/Lecture	Story Writing	
CO 2	To Understand the characteristic features of audiences in the developed and developing nations.	Peer Team Teaching	Seminar	
CO 3	To Apply the critical analysis of the understanding of media content in the developed and developing nations.	NPTL Videos/ Lecture	Group discussion	
CO 4	Analyze the political economy of Indian media with special reference to emergency era.	Interactive Session	Seminar	
CO 5	To develop the knowledge in media based education.	Visual Lecture	Case study Assignment	
Course Content		Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters	
I	Characteristics of the media-systems in the SAARC region with particular reference to the ownership patterns, audience characteristics and content categories.	1	2	
			Instructional Hours	
			15	
Suggested Learning Methods: Learning by Teaching				
II	An overview of the Indian media-system with special reference to the impact of the emergency and post-emergency periods on the content and character of media.	1	4	
			Instructional Hours	
			15	
Suggested Learning Methods : Group Discussion				
III	Characteristics of the media systems-in the ASEAN, North Asia and Middle East regions with particular reference to the ownership patterns, audience characteristics and content categories.	2	5,7	
			Instructional Hours	
			15	
Suggested Learning Methods : Visual Analysis				

IV	Characteristics of the media - systems in the North Asia and Middle East regions with particular reference to the ownership patterns, audience characteristics and content categories.						3	3					
Instructional Hours							15						
Suggested Learning Methods : Visual Analysis													
V	Characteristics of the media systems -in the regions of Western Europe, Eastern Europe, North America and Latin America with particular reference to the ownership patterns, audience characteristics and content categories.						4	4,5					
Instructional Hours							15						
Suggested Learning Methods : Problem solving Practice & Class Test													
Total Hours							75						
Text Books	1. GulrsKothali, Newspaper Management in India. 2. Arvind Shingal, Everet Rogers India's Communication Revolution												
Reference Books	1. Dayakishan Thussu, Des Freedmar, War and the Media 2. A. Ganesan, The Press in Tamil Nadu and the Struggle for Freedom 1917-1937 3. J. Natarajan, History of Indian Journalism 4. J. V. Vilanilam, Mass Communication in India.												
Web. URLs	https://www.youtube.com/@mit_cmsw https://www.youtube.com/watch?v=tY8CX0J3ILc												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	M	H	H	L	H	M	H	H	H
CO2	L	M	L	M	M	M	M	L	H	H	M	H	H
CO3	L	H	M	H	H	L	H	M	M	H	M	M	H
CO4	L	M	L	M	M	M	H	L	H	M	M	H	M
CO5	M	M	L	H	H	H	H	M	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. Shijina. E. P							Mr. Baiju Paul						

Course Code	Title		
23U3VCE502	Elective Paper I – (B) Script Writing		
Semester: V	Credits: 4	CIA : 25 Marks	ESE : 75 Marks
Course Objective	To enable the students to gain knowledge on various scripting techniques.		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	This course provide the knowledge on content creation for film.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Evaluate the various formats and structure of Screen Story	Lecture	Writing
CO 2	To Understand the structure of Screenplay.	Video lecture	Seminar
CO 3	Apply the Expertise in plot and character construction.	NPTL Videos/ Lecture	Group discussion
CO 4	To Analyze and differentiate the works on Screenplay and script.	Group Learning	Presentation
CO 5	To Develop their knowledge in script writing content.	Visual Lecture	Presentation
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Scripting for film – Scripting for Television – Scripting for Radio – Finding Idea – Exploring Structure – Defining Character – Creating a conflict – Resolving the Conflict – Setting – Narration – Time – Writing a rough draft and final draft.	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	Difference between Scrip & Screenplay - Format of Script - Format of Screenplay – Story Theme – One Liner – Story Concept; Brain Storming, Mind Mapping, Life Experiences, Borrowing from material – Character description in Screenplay – Synopsis - Treatment – Location Chart – Production Chart – Two column Script –Audio and Video description – Short Breakdown – Plot, Structure, Back story, Sub Plot – Setting – Story Map – Genre, Mood, Tone & Imagery.	1	4
Instructional Hours			15
Suggested Learning Methods : Group Discussion			
III	Exposition – Dialogue – Monologue – Script Editing – Script Analysis — Video & Audio Transitions – Shot, Scene, Sequence, Act & Totality - Shot types and angles – Costume – Location – Casting – Technical equipments - Budgeting.	1	5
Instructional Hours			15
Suggested Learning Methods : Visual Analysis			

IV	Understanding the Screen; Television, New Media, Radio, Theatre etc – Deciding the Target Audience; expand emotional bandwidth – Importance of emotional engagement – Film narrative and novel narrative - Transforming a story into a screenplay – Story paradigms – Antagonist & Protagonist — Story Transformation – Subtext and Metatext.		3	2									
Instructional Hours				15									
Suggested Learning Methods : Visual Analysis													
V	Celtx – Trebly – Adobe Story – Highland – FadeIN – Writer Duet – Story Touch – Drama Queen – Page 2 Stage		2	5									
Instructional Hours				15									
Suggested Learning Methods : Peer Team Teaching													
Total Hours				75									
Text Books	<ol style="list-style-type: none"> 1. Michoals.T.Proffers and Elsevier, Film directing Fundamentals, Delhi 2005 2. Patcooper and Ken dancyger and Elsevier, Writing for Short Films, Delhi 2007 3. Bernadette casey and Neil Casey, Ben Calvert, Television studies, New York, 2004 4. Rib Davis, Writing for Script A & C Black, London 2004 												
Reference Books	<ol style="list-style-type: none"> 1. Hepburn, Stuart: Script Writing For Short Films: A Practical Guide In 8 Steps. 2. Velikovsky, J T: A Guide to Feature Film Writing, 2003. 3. Field, Syd: Screenplay the Foundations of Screen Writing, 1979. 4. Vogler, Christopher: The Writer’s Journey; Mythic Structure for Writers, 1992. 												
Web. URLs	<ol style="list-style-type: none"> 1. https://www.youtube.com/watch?v=LRuITXncB5E 2. https://www.youtube.com/watch?v=NJO1wyuAIpw 												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	H	M	H	H	L	H	M	H	H	H
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H
CO3	H	M	L	H	H	H	H	L	M	H	M	M	H
CO4	H	M	L	H	M	M	H	L	H	M	H	M	M
CO5	H	M	L	H	H	H	H	L	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Mr. Baiju Paul							Mr. Baiju Paul						

Course Code	Title		
23U3VCE503	Elective Paper I – (C) ICT for Development		
Semester: V	Credits: 4	CIA : 25 Marks	ESE : 75 Marks
Course Objective	To understand the information and communication technology developments in India and their role in creating social change.		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	This is course is designed to provide students with an understanding of how information and communication technologies used for development aspects.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Remember the benefits of the tools of ICT for development.	PPT, Lecture	Story Writing and its different style
CO 2	To Understand and adopt the interventions of ICT.	Visual lecture and PPT	Assignment
CO 3	To Apply and implement the ICT interventions.	NPTL Videos, Lecture	Online Quizzes
CO 4	Analyze the application of ICT in holistic development.	Group Activity	Seminar
CO 5	To Develop the application of ICT in sustainable development.	Visual Lecture	Seminar
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Introduction: Information and Communication Technology: Principles – limitations – understanding the adoption and implementation of ICT interventions – Development in ICT – Digital Divide: Definition and Causes – Bridging Digital Divide through ICT	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	ICT for Health: Telemedicine: ICT techniques adopted, Advanced Computer methods for patients safety, (Patient Care information systems) – Health awareness through ICT: Nutrition, Diseases, Preventive methods, Health Management Information System – Community based Health Access to Health Information.	1	4
Instructional Hours			15
Suggested Learning Methods : Group Discussion			
III	ICT in Agriculture: Kisan call centres – Gyandoot, Bhoomi Project – Village Knowledge Centres, AGMARKNET – Feasibility of ICT in Rural Areas, ICTs, Critical information Flow – Agricultural Knowledge System– FAO – Knowledge Management, Agricultural Development Strategies and the Value of ICT – ICT in market facilitation and trade.	2	5,8
Instructional Hours			15
Suggested Learning Methods : Visual Analysis			

IV	ICT in Holistic Development: Innovative Business Transformation - Internet Business Solutions - Strategies for Emerging Markets Economic Development – Planning Non-Profit Organization – Non-Government Organization – Management and Funding Strategy – International Digital Community Network Development – Information & Communication Technology and Community-based Economy Social Network Tools– Internet Activism – Global Culture Convergence Facilitation.						2	4					
	Instructional Hours							15					
Suggested Learning Methods : Visual Analysis													
V	ICT in Sustainable Development: Sustainable Development: Definition – economic, environmental, social and human sustainability– Brundtland report – Improving public awareness – Monitoring – Response systems – Facilitating environmental activism – Enabling more efficient resource use through ICT.						3	5					
	Instructional Hours							15					
Suggested Learning Methods : Problem solving Practice & Class Test													
Total Hours							75						
Text Books	1.AshwaniSaith, M. VijayaBaskar and V. Gayathri, ICTs and Indian Social Change, Sage Publications, New Delhi, 2008.												
	2. AshwaniSaith and M. VijayaBaskar, ICTs and Indian Economic Development, Sage Publications, New Delhi, 2005.												
	3. Subhash Bhatnagar and Robert Schware, Information and Communication Technology in Development Cases from India, Sage Publications, New Delhi, 2000.												
Reference Books	1.RohanSamarajiva and Ayesha Zainudeen. ICT Infrastructure in Emerging Asia, Sage Publications, New Delhi, 2008.												
	2. Akhtar Badshah, Sarbuland Khan and Maria Garrido, Connected for Development, UN ICT Task Forces. 2005.												
Web. URLs		https://www.youtube.com/watch?v=IP4RNb0Kdgs											
Tools for Assessment (25 Marks)													
CIA I		CIA II		CIA III		Assignment	Seminar	Presentation		Total			
5		5		6		3	3	3		25			
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	H	M	H	H	L	H	M	H	H	H
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H
CO3	M	M	M	H	L	H	H	L	L	H	M	M	H
CO4	H	M	M	H	M	M	H	L	L	M	H	M	M
CO5	M	M	L	H	H	L	H	L	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Ms. Harsha. E. P							Mr. Baiju Paul						

Course Code	Title		
23U3VCE504	Elective Paper II – (A) Online Journalism		
Semester : V	Credits : 4	CIA: 25 Marks	ESE: 75 Marks
Course Objective	To introduce the fundamentals of online journalism		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	This course is provide knowledge to understanding of the principles and practices of online journalism		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Remember the online journalism functions	Lecture	Assignment
CO 2	To Understand the opportunities promised by the convergence of media.	Visual lecture and	Seminar
CO 3	To Apply the ownership pattern and the organizational structure of online media.	NPTL Videos/Lecture	Group discussion
CO 4	To Analyze the trends and strategies of new media.	Demonstration on Writing	Report writing Exercise
CO 5	To Develop the content for modern journalist ethics.	Visual Lecture	Case study Assignment
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Net as a medium of communication - Features of the Net - World Wide Web and other services - History of the Internet - Why did the dotcom bubble burst - Factors favoring online advertising - Basics of HTML - Features of online media: multimodality, interactivity and hyper-textuality.	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	Different between web journalism and journalism of other media - Formats and styles of writing - Language of news, specialized reports, features, profiles - Writing and editing for online newspapers, e-magazines, newsletters - Presentation with audio, video, animation and digital images - Identification of relative stories for hyper-linking. Synergies between content and advertising – Developing web content on science.	1	4
Instructional Hours			15
Suggested Learning Methods: Group Discussion			
III	Web cameras - Bandwidth - Browser progressions - Interactive television - Architecture tools - Process of web development - Converging technologies impact on traditional mass media - Trends, strategies of news media such as Internet chat (Yahoo messenger, Google talk, Skype) and podcasting - Website designing concepts - Basics of HTML and scripting language - Deciding the information architecture - Page design and layout for web pages - Free web spaces for building and maintaining a website such as geocities.com	2	4

		- Graphics and photographs for hyper media.											
Instructional Hours						15							
Suggested Learning Methods : Group Learning													
IV	Annotative reporting - Open-source journalism - Participatory / alternative journalism – Hyper adaptive news - Linking web pages with other related web pages - Blogs (text and visual). Social Media Portal, Blogging, News Apps.					2	4						
Instructional Hours						15							
Suggested Learning Methods : Blog Writing													
V	Determinism - Access and barrier - Convergence in technology, ownership, organizational structure, storytelling, media - Broadband - Network paradigm. Security challenges Applying Journalism Ethics to online journalism					3	2,5						
Instructional Hours						15							
Suggested Learning Methods : Case Study													
Total Hours						75							
Text Books		<ol style="list-style-type: none"> 1. J.K.Singh, Media Journalism-A.P.H publishing corporation, Delhi 2008. 2. S.N.Dixit, Journalism reporting and Writing, Editing Pearl boxes-2008. 3. S.P.phadke, Modern journalism-Tools and techniques ABD Publishers, Jaipur 2008. 											
Reference Books		<ol style="list-style-type: none"> 1. Tapas Ray, Online Journalism: A Basic Text, Foundation Books, Delhi, 2006. 2. Sunil Saxena, Breaking News: The Craft and Technology of Online Journalism, Tata McGraw-Hill, New Delhi, 2004. 3. Swathichauhan, Principles and practices of professional journalism, Kanishka publications, Delhi, 2007. 											
Web. URLs		https://www.youtube.com/watch?v=i7S0bpNC69M											
Tools for Assessment (25 Marks)													
CIA I		CIA II		CIA III		Assignment	Seminar	Presentation		Total			
5		5		6		3	3	3		25			
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	H	M	H	H	L	H	M	H	H	H
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H
CO3	H	M	L	H	H	H	H	L	M	H	M	M	H
CO4	H	M	L	H	M	M	H	L	H	M	H	M	M
CO5	H	M	L	H	H	H	H	L	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Ms. Harsha. E. P							Mr. R. Baiju Paul						

Course Code	Title		
23U3VCE505	Elective Paper II – (B) Introduction to Virtual Reality		
Semester: V	Credits: 4	CIA : 25 Marks	ESE : 75 Marks
Course Objective	To gain an understanding of historical and contemporary overviews and perspectives on virtual reality and to the evaluation of virtual reality through the lens of design.		
Course Category	Employability		
Development Needs	Global/Local/Regional		
Course Description	This course will provide historical and contemporary overviews and perspectives on virtual reality and Augmentable reality.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To gain an understanding of historical and contemporary overviews and perspectives on virtual reality.	Lecture and demonstration	Assignment
CO 2	To become acquainted with the fundamentals of sensation, perception, and perceptual training.	Lecture,	Group Discussion
CO 3	To be knowledgeable about the scientific, technical, and engineering aspects	Group Discussion	Seminar
CO 4	To learn the evaluation of virtual reality through the lens of design.	E-module	Comparative assignment
CO 5	To gain an understanding of historical and contemporary overviews and perspectives on virtual reality.	E-module	Case Study
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Defining Virtual Reality , History of VR, Human Physiology and Perception, Key Elements of Virtual Reality Experience, Virtual Reality System, Interface to the Virtual World-Input & output-Visual, Aural & Haptic Displays, Applications of Virtual Reality.	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	Stereoscopic Vision & Haptic Rendering : Fundamentals of the human visual system, Depth cues, Stereopsis, Retinal disparity, Haptic sense, Haptic devices, Algorithms for haptic rendering and parallax, Synthesis of stereo pairs, Pipeline for stereo images	1	4
Instructional Hours			15
Suggested Learning Methods : Group Discussion			
III	Challenges in VR software development , Master/slave and Client/server architectures, Cluster rendering, Game Engines and available sdk to develop VR applications for different hardware (HTC VIVE, Oculus, Google VR. GHOST (General Haptics Open Software Toolkit) software development toolkit.	1	5
Instructional Hours			15
Suggested Learning Methods : Visual Analysis			

IV	Motion in Real and Virtual Worlds- Velocities and Accelerations, The Vestibular System, Physics in the Virtual World, Mismatched Motion and Vection Tracking- Tracking 2D & 3D Orientation, Tracking Position and Orientation, Tracking Attached Bodies						3	2					
Instructional Hours							15						
Suggested Learning Methods : Visual Analysis													
V	Application of VR in Digital Entertainment: VR Technology in Film & TV Production. VR Technology in Physical Exercises and Games. Demonstration of Digital Entertainment by VR.						2	9					
Instructional Hours							15						
Suggested Learning Methods : Peer Team Teaching													
Total Hours							75						
Text Books	1.Virtual Reality, Steven M. LaValle, Cambridge University Press, 2016 2. Understanding Virtual Reality: Interface, Application and Design, William R Sherman and Alan 3. B Craig, (The Morgan Kaufmann Series in Computer Graphics)". Morgan Kaufmann Publishers, San Francisco, CA, 2002												
Reference Books	1.George Mather, Foundations of Sensation and Perception:Psychology Press; edition, 2009. 2. The VR Book: Human-Centered Design for Virtual Reality, by Jason Jerald 3. Learning Virtual Reality by Tony Parisi, O' Reilly												
Web. URLs	https://www.youtube.com/watch?v=gdTxFUCS0Vo https://www.youtube.com/watch?v=RdAQnkDzGvc												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	L	H	M	H	H	L	H	M	H	H	H
CO2	H	L	L	M	M	M	M	L	H	M	M	H	H
CO3	L	M	L	H	H	H	H	L	M	H	M	M	H
CO4	H	L	L	H	M	M	H	L	H	M	H	M	M
CO5	L	M	L	H	H	H	H	L	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Mr. Sanal Sudhakaran							Mr. R. Baiju Paul						

Course Code	Title		
23U3VCE506	Elective Paper II – (C) Documentary Production		
Semester: V	Credits: 4	CIA : 25 Marks	ESE : 75 Marks
Course Objective	To understand the functions, importance and forms of documentary films.		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	This course introduces students to understand documentary making		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Remember the various documentary formats through viewing and analyses of important documentaries.	Lecture	Assignment
CO 2	Understand the characteristics of various media platforms.	Video lecture	Seminar
CO 3	To Apply a proposal & script based on intensive field research for a documentary.	NPTEL Videos, Lecture	Group Projects
CO 4	To Analyze the story structure and story formats.	Group Learning	Documentary Script Writing
CO 5	Develop the steps involved in production of a documentary film.	Online Quizzes	Documentary Analysis
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Introduction to Documentary: History of Documentary, Elements of the Documentary, Evidence and Point of View in the Documentary, Time – development and Structure. Docudrama, Documentary theory and the issue of representation.	1	2
Instructional Hours			15
Suggested Learning Methods: Learning by Teaching			
II	Different Forms of Documentary: Poetic Documentaries, Expository Documentaries, Observational documentaries, Participatory documentaries, Reflexive Documentaries and Per formative Documentaries. Documentaries of different issues – Wild life – Child Labour – Women trafficking – Gender issues.	1	4
Instructional Hours			15
Suggested Learning Methods : Group Discussion			
III	Documentary Research: Content research and conceptualizing the appropriate treatment and style, Ethical issues for documentaries, Structural analysis for documentaries. Interview technique of documentaries, Different microphones for different occasions/locations, Sound design in documentary video - Writing proposals.	2	5
Instructional Hours			15

Suggested Learning Methods : Visual Analysis														
IV	Documentary Production: Preproduction – Research leading up to the shoot –production team, Production –Camera Equipment and shooting Procedure – Lighting Location sound – Interviewing – Directing Participants, Post production – Designing a structure – Narration – using music –Titling.								3	2				
Instructional Hours												15		
Suggested Learning Methods : Visual Analysis														
V	Appreciation Of Documentaries: Screening of world renowned documentaries - BBC Documentaries- Indian Documentaries – Local issue based documentaries, Analysing the documentaries through various media techniques. Interaction with documentary film makers.								4	6,7				
Instructional Hours												15		
Suggested Learning Methods : Problem solving Practice & Class Test														
Total Hours												75		
Text Books		1.GulrsKothali, Newspaper Management in India. 2. Arvind Shingal, Everet Rogers India’s Communication Revolution												
Reference Books		1.DayakishanThussu, Des Freedmar, War and the Media 2.A.Ganesan, The Press in Tamil Nadu and the Struggle for Freedom1917-1937 3.J.Natarajan , History of Indian Journalism 4.J.V.Vilanilam , Mass Communication in India.												
Web. URLs		1. https://www.youtube.com/watch?v=v62B5DELG5k												
Tools for Assessment (25 Marks)														
CIA I		CIA II		CIA III		Assignment		Seminar		Presentation		Total		
5		5		6		3		3		3		25		
Mapping														
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	H	M	L	H	M	H	H	L	H	M	H	H	H	
CO2	M	M	L	M	M	M	M	M	L	M	M	M	H	
CO3	H	M	M	H	H	M	H	L	M	H	M	M	H	
CO4	L	M	L	H	M	M	H	M	H	M	H	M	M	
CO5	H	M	L	H	H	H	H	L	H	M	H	M	H	
H-High; M-Medium; L-Low														
Course designed by								Verified by Chairman						
Mr. R. Baiju Paul								Mr. R. Baiju Paul						

Course Code	Title		
23U3VCC614	Core Paper – XIV Film Studies		
Semester: VI	Credits: 4	CIA : 25 Marks	ESE : 75 Marks
Course Objective	To provide an introduction to the various aspects of film theories and approaches.		
Course Category	Employability		
Development Needs	Global/Local/Regional		
Course Description	This course is designed to provide with an in depth understanding of the art of film and concepts of film making		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Understand film history with special reference to Indian films.	Lecturing	Assignment
CO 2	To Analyse the various elements of film	Group Learning	Script Writing
CO 3	To Get Exposure on various camera techniques.	NPTTEL Videos/Lecture	Group Discussion
CO 4	To Knowledge on conceptualization and making of documentary films	Video Lecture	Seminar
CO 5	To Remember Various regulations for film industry.	Film Analysis	Film Review
Course Content		Instructional Hours / Week : 6	
Unit	Description	Text Book	Chapters
I	A brief history of Indian cinema – Film as a medium of communication and social change- Growth of Tamil cinema – contributions of Tamil cinema to social and political awareness – Film industry status – Technologies in film production – Digital projection.	1	1
Instructional Hours			18
Suggested Learning Methods: Learning by Teaching			
II	Film audiences – Fantasy Vs reality in cinema cinematic theme and elements – Shots, Misc-en-scene, Montage – Film culture – film genres -Popular, Parallel and Documentary films – concepts in film.	2	2
Instructional Hours			18
Suggested Learning Methods: Active Learning			
III	Film production: Theme and story line – script writing – characterization – visualization – equipment and other inputs – Role and responsibilities of the Cinematographer and the Director – problems of artists – financial management – editing studios – editing methods – audio and video special effects.	1	2
Instructional Hours			18
Suggested Learning Methods : Group Learning			
IV	Film appreciation – Film criticism - writing a film review – content analysis – deconstruction of film – comparison of Indian and western films – the influence of Hollywood on Tamil cinema.	3	3

Instructional Hours													18
Suggested Learning Methods : Visual Learning													
V	Regulations for the film industry – Problems of film industry: Piracy - Government's initiatives and policies – Film institute's and organizations: Children's Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review.										2	2,6	
Instructional Hours													18
Suggested Learning Methods : Experientials Learning													
Total Hours													90
Text Books		1. Keval. J .Kumar, Mass communication in India , Jaico publications, New delhi 2008. 2. Dix, A. (2016). Beginning Film Studies . United Kingdom: Manchester University Press. 3. Michelrobiger, Directing the documentary , Focal press USA, 2004.											
Reference Books		1. James Monacho, How to read a film , Oxford University, New York 2000 2. Encyclopedia of Indian cinema. 3. The SAGE Handbook of Film Studies. (2008). United Kingdom: SAGE Publications. 4. Nelmes, Jill. Film Production Technique Belmont Wadsworth Publication. 2nd Edition 1996.											
Web. URLs		https://youtu.be/qonbJHkxH8w?t=3											
Tools for Assessment (25 Marks)													
CIA I		CIA II		CIA III		Presentation		Assignment		Seminar		Total	
5		5		6		3		3		3		25	
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	H	H	M	M	M	L	H	H	M	M
CO2	M	M	H	H	H	M	M	S	H	H	H	M	M
CO3	L	M	H	M	H	L	L	M	H	M	H	L	M
CO4	L	M	M	M	M	L	L	M	M	M	M	L	M
CO5	L	M	M	L	H	L	L	M	M	L	H	L	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. K. Pradeep							Mr. R. Baiju Paul						

Course Code	Title		
23U3VCP615	Core Paper - XV E- Portfolio Practical		
Semester: VI	Credits: 4	CIA : 40 Marks	ESE : 60 Marks
Course Objective	To understand the core strength of media studies and aesthetics		
Course Category	Entrepreneurship		
Development Needs	Global/Local/Regional		
Course Description	The course is designed to give the students an integrated understanding of Psychology, Aesthetics and making social perspective		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Understand the design composition,	PPT	Assignment
CO 2	Apply different types of lights and lighting techniques.	Visual lecture, Smart Board	Seminar
CO 3	Analyze the Exposure on various animation software's with its tools.	NPTL Videos, Lecture	Group discussion
CO 4	Create skills in Gaining knowledge on computer Graphics.	PPT, Group Discussion	Comparative analysis
CO 5	Develop basic ideas in graphics and animation software's.	Visual Lecture, Swayampabha	Case study Assignment
Course Content		Instructional Hours / Week : 6	
Unit	Description	Text Book	Chapters
I	Fine Arts Production Advertising	1	2
Instructional Hours			18
Suggested Learning Methods: Learning by Teaching			
II	Photography Audio Production	2	2
Instructional Hours			18
Suggested Learning Methods: Active Learning			
III	Television Production Graphics and Animation	2	4
Instructional Hours			18
Suggested Learning Methods : Group Learning			
IV	Graphics and Animation	2	3
Instructional Hours			18
Suggested Learning Methods : Visual Learning			
V	Short film or Documentary Internship	2	5
Instructional Hours			18
Suggested Learning Methods : Portfolio Based Learning			
Total Hours			90

Text Books	1.Jim Owens, Gerald Millerson (2012) Television Production:Focal Press													
Reference Books	1.Gerald Millerson (1994)Effective TV Production:Taylor & Francis 2.Jim Owens, Gerald Millerson (2019) Television Production:Routledge													
Web. URLs	https://youtu.be/qonbJHkxH8w?t=3 https://www.youtube.com/watch?v=nRBUhNph1mU https://www.youtube.com/watch?v=pF--YKCCUMw													
Tools for Assessment (25 Marks)														
Content	Presentation			Projects			Profile 1		Profile 2		Digital Record Book		Total	
5	5			5			10		10		5		40	
Mapping														
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	M	L	H	M	H	H	H	H	M	H	L	M	H	
CO2	L	M	H	M	H	H	M	H	M	H	M	M	H	
CO3	M	H	H	M	H	M	H	M	L	L	M	M	L	
CO4	H	M	M	M	L	M	H	H	M	M	H	H	H	
CO5	M	L	H	M	L	M	H	H	H	H	H	H	M	
H-High; M-Medium; L-Low														
Course designed by								Verified by Chairman						
Mr. R. Baiju Paul								Mr. R. Baiju Paul						

Course Code		Title		
23U3VCE607		Elective Paper III – (A) Graphic Designing		
Semester: VI		Credits: 4	CIA : 25 Marks	ESE : 75 Marks
Course Objective		To impart knowledge on various types of graphics designing and creative techniques.		
Course Category		Skill Development		
Development Needs		Global/Local/Regional		
Course Description		This course introduces students to writing for the mass media and content writing ability		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	To Evaluate the principles and practices of Graphics.	Lecture	Assignment	
CO 2	To Understand the concept of typography.	Video lecture	Seminar	
CO 3	To Apply the Computer Aided designs using software's.	NPTL Videos/ Lecture	Design Posters	
CO 4	To Analyze the Knowledge on colour and balance to design.	Group Learning	Presentation	
CO 5	To Design a various graphics elements using software's.	E-Module	Seminar	
Course Content			Instructional Hours / Week : 6	
Unit	Description	Text Book	Chapters	
I	Fundamentals of Computer Graphics- Concepts, elements, principles of visual design, layout principles, perspective design & communication. Electronic media design–Still & moving, visual only, text only, visual & text, balance & harmony. Tools for creating visual design – for print and electronic media - Language of color, form & color, theory of contrasts, illusions of Space & Form, design psychology.	1	2	
			Instructional Hours	18
Suggested Learning Methods: Learning by Teaching				
II	Graphics input - output devices: Direct input devices - Cursor devices - direct screen interaction - logical input. Line drawing displays - raster scan displays. Two dimensional graphics. Raster graphics - Scan conversion of polygons - region filling - algorithms. File formats –GIF, JPEG, and TIFF.	1	4	
			Instructional Hours	18
Suggested Learning Methods : Group Discussion				
III	Basic products of graphic technology- materials and designing formats - Interactivity and user interface - pixels, bitmaps, scalar, raster and vector, etc.The role of typography in design - Type face anatomy classification of typography -serif, san serif, script, decorative - The selection of compatible typography in design Alignment and spacing. Typography is a visual language.	2	9,10	
			Instructional Hours	18
Suggested Learning Methods : Visual Analysis				

IV	Basic techniques for Composition - Principles and Rules - Elements of Visual composition: Space – Line – Shape –Form - Horizontal and vertical compositions - Golden ratio-1/3 rule - Movement – Rhythm, Pattern etc - Developing Visual Grammar: Imaging Techniques – Image size.						3	2,4					
Instructional Hours							18						
Suggested Learning Methods : Visual Analysis													
V	Role of colour in design - Colour theory - Colour psychology - Colour strategy - Colour in printing. Spot and process colours of print media. Corporate colours and dominant visual colours in design. Creative concepts in design - Execution of final design - Design alignments with grid - Fine tuning.						3	5					
Instructional Hours							18						
Suggested Learning Methods : Problem solving Practice & Class Test													
Total Hours							90						
Text Books	1.Authorware: An Introduction to Multimedia for Use with Authorwareand Higher by Simon Hooper (Paperback - Feb 1997) 2. Aruthur Turnbull, Graphic Communication, Sage publications. New Delhi, INDIA. First edition.												
Reference Books	1. Multimedia at Work, Tata Mc Graw Hill. 2. V S Krishnamurthy. Golden trends in Printing Technology, Sage publications. New Delhi. First edition.												
Web. URLs	https://www.youtube.com/watch?v=9QTCvayLhCA												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO₂	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	L	H	M	H	H	L	H	M	H	H	H
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H
CO3	L	L	L	H	H	H	H	M	M	H	M	M	H
CO4	H	M	M	H	H	M	M	L	H	M	H	M	M
CO5	M	L	M	H	H	H	H	M	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Ms. Harsha. E. P							Mr. R. Baiju Paul						

Course Code	Title		
23U3VCE608	Elective Paper III – (B) Campaign Planning		
Semester: VI	Credits: 4	CIA : 25 Marks	ESE : 75 Marks
Course Objective	To impart knowledge on various types of graphics designing and creative techniques.		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	This course introduces students to writing for the mass media and content writing ability		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To remember the difference of advertisements and campaign.	PPT, Lecture	Assignment
CO 2	To Understand the knowledge on conducting a campaign.	Visual lecture and PPT	Seminar
CO 3	To Apply the critical analysis of the understanding of Advertising media.	NPTL Videos/Lecture	Content writing
CO 4	To Analyze the role and responsibilities of the personnel involved in hosting a campaign.	Demonstration on Writing	Presentation
CO 5	To Develop the strategies advertising campaign	Group Discussion	Seminar
Course Content		Instructional Hours / Week : 6	
Unit	Description	Text Book	Chapters
I	Advertising Campaign –Principles & Characteristic Features – Difference between advertisements & campaigns - Advocacy Campaign – Principles & Characteristic Features - Need for Campaign	1	2
Instructional Hours			18
Suggested Learning Methods: Learning by Teaching			
II	Steps of Conducting a Campaign – Situation Analysis – Setting the Goals & Objectives – Target Audiences – Strategy – Message – Theme – Tactics/ Strategies – Budgeting – Campaign Production – Execution	1	4
Instructional Hours			18
Suggested Learning Methods : Group Discussion			
III	Role of Campaign Personnel – Account Executives – Researchers – Creative Directors – Writers - Designers – Technical Crew	1	5
Instructional Hours			18
Suggested Learning Methods : Visual Analysis			
IV	Media Relations& Community Outreach – Media Analysis – Identifying Media Outlets – Media Campaign Tactics – Planning & Proposing Special Events	3	2

Instructional Hours			18										
Suggested Learning Methods : Visual Analysis													
V	Usage of Interactive and Social Media – Integrating Traditional Media Outlets - Creating multimedia content – Scheduling – Execution of the Campaign - Evaluating the Strategy, Message and Medium.	2	9										
Instructional Hours			18										
Suggested Learning Methods : Problem solving Practice & Class Test													
Total Hours			90										
Text Books	S.N. Dixit, Advertising and Media Research-Pearl Books ,New Delhi 2008. 2. Jane Johnston,Allen and Unwin, Media Relations- Australia 2008. 3. DVR Moorthy, Media research- Kanishka publications, New Delhi, 2008.												
Reference Books	1. Barban, A. M., Cristol, S. M., &Eisamann, F. J. K. Essentials of Media Planning (3rd ed.). 2. McGraw’ How to Use Advertising to Change Personal Behavior and Public Policy. Chicago. 3. J.K.Singh, Media and Public Relations Kul Bushn Publications, New Delhi												
Web. URLs	https://www.youtube.com/watch?v=4ti_uK60nLk												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	H	M	H	H	L	H	M	H	H	H
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H
CO3	H	M	L	H	H	M	H	L	M	M	M	M	H
CO4	H	M	L	H	M	M	H	L	H	M	H	L	M
CO5	H	M	L	H	H	H	H	L	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Ms. Harsha. E. P							Mr. R. Baiju Paul						

Course Code	Title		
23U3VCE609	Elective Paper III – (C) Community Media		
Semester: VI	Credits: 4	CIA : 25 Marks	ESE : 75 Marks
Course Objective	The objective is to provide the students with a theoretical overview of the concept of the community and media and also how it relates to the empirical experience in the communities.		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	This course introduces students to writing for the mass media and content writing ability		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Remember the writing formats and types of scripting for community radio.	PPT, Lecture	Assignment
CO 2	To Understand managerial functions of community radio	Visual lecture PPT	Seminar
CO 3	To Apply the students will have field exposure through the case studies	NPTL Videos, Lecture	Group discussion
CO 4	Analyze the role and responsibilities of the personnel involved in hosting a campaign.	Peer Team Teaching	Seminar
CO 5	To Develop the Students will produce programs for local communities	E-Module	Field Case study
Course Content		Instructional Hours / Week : 6	
Unit	Description	Text Book	Chapters
I	Community Radio: Introduction to Community Radio; FM Revolution – World Systems and Format – Community Radio in India – Current Trends – Structure and Organization Three tier broadcasting, Community Participation; Broadcast Ethics in Programming and broadcasting – accountability.	1	4
Instructional Hours			18
Suggested Learning Methods: Learning by Teaching			
II	Writing for Community Radio: Community Radio – Issues – content development – writing for community radio – types and formats of community radio – Interview Techniques – the art of developing commentary and scripting narration	2	4
Instructional Hours			18
Suggested Learning Methods : Group Discussion			
III	Managemental Functions: Financial Planning – Economics of Community Radio – Legal framework – managing community radio stations – non-profit and non-commercial- solicitation for funding advertisements.	3	5
Instructional Hours			18
Suggested Learning Methods : Online Courses			
IV	Technical Aspects: Transmitter-Signal reach-broadcast equipment-reliability and maintenance-studio premises- acoustics, layout,	4	2

	installation, studio guidelines, Interactive Phone in programme – Off Studio.												
Instructional Hours			18										
Suggested Learning Methods : Group Learning													
V	Case Studies: Professional Bodies – World Association of Community Broadcasters- Examples of CR in India and abroad and their impact on Development.		4	5,6									
Instructional Hours			18										
Suggested Learning Methods : Case Based learning													
Total Hours			75										
Text Books		1. Benita Pavlicevic, “Curriculum training for Radio Station Managers”, 1999 2. Carl Hausmann Philip Benoit Lewis B. O’Donnell-Radio Production, Focal Press, 2011 3. Colin Fraser and Sonia Restrepo Estrada, “Community Radio Handbook”, UNESCO 2001											
Reference Books		1. Fuller, Linda K. “Community Media”, Palgrave Macmillan, 2017. 2. Louie Tabing, “How to do Community Radio”, UNESCO 2002 3. Vinod Pavarala, “Other Voices: The Struggle for Community Radio in India”, Sage Publications, 2017.											
Web. URLs		https://www.youtube.com/watch?v=7BLUFvLrk5w											
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Presentation	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	H	M	H	H	L	H	M	H	H	H
CO2	L	M	L	M	M	M	M	L	H	M	M	H	H
CO3	H	H	L	H	H	H	H	L	M	H	M	L	H
CO4	L	M	L	H	M	M	H	L	M	M	H	M	M
CO5	H	M	L	H	H	H	H	L	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. Shijina. A.V							Mr. R. Baiju Paul						

Course Code	Title												
23U3VCV616	Film Project and Viva-Voce												
Semester: VI	Credits: 4			CIA : 40 Marks				ESE : 60 Marks					
Course Content													
<p>The objective of the Project is to demonstrate the student's competence in the chosen area of specialization or interest, with a view to gaining a placement in the Media Industry. Criteria for selecting the topic will be based on area of interest already chosen by the student. Emphasis will be given to producing work of professional quality. This will help the student enter the Media Industry with an evaluate portfolio.</p> <p>While the Project intends to demonstrate student's professional competence in applying the theory learnt the three-year course, the Comprehensives intends to review the intellectual comprehension of the theory with particular reference to the area of specialization and suitability for the industry. A Panel of External experts and faculty will assess the student's ability to synergistically utilize the repertoire of knowledge of Visual Communication in professional media context.</p>													
<u>EXERCISES</u>													
1. Documentary (OR) 2. Short film													
Tools For Assessment (40 Marks)													
Review –I (Pre-Production)			Review –II (Production)			Review –III (Post Production)			Script Book		Total Marks		
10			10			10			10		40		
Mapping													
CO \ PO	PO1	PO 2	PO 3	PO4	PO5	PO6	PO 7	PO8	PSO1	PSO 2	PSO3	PSO 4	PSO5
CO1	M	M	M	H	M	H	H	M	H	M	H	H	H
CO2	H	M	L	M	M	M	M	L	H	M	M	H	H
CO3	H	M	L	H	H	H	H	L	M	H	M	M	H
CO4	L	M	L	L	M	M	H	H	H	M	H	M	M
CO5	H	M	L	H	H	H	H	H	H	M	H	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. K. Pradeep							Mr. R. Baiju Paul						

Course Code	Title		
23U4VCZ604	Skill Based Paper IV- Graphics and Animation Practical		
Semester: VI	Credits: 3	CIA : 30 Marks	ESE : 45 Marks
Course Objective	To become familiar with graphic design principles that relate to 2D graphics & 3D animation		
Course Category	Skill Development		
Development Needs	Global/Local/Regional		
Course Description	This course is designed to provide students with a comprehensive understanding of media research and techniques.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To Understand the principles of creating an effective graphic design	Demonstration	Poster Design
CO 2	To Apply different types of lights and lighting techniques.	Video lecture	Content Making
CO 3	To Analyze the Exposure on various Animation Software's with its tools.	NPTEL Videos,	Group discussion
CO 4	Create skills in Gaining knowledge on computer Graphics.	Group Activities	Design Presentation
CO 5	Develop basic ideas in graphics and animation software's.	Visual Lecture	Presentation
Course Content		Instructional Hours / Week : 6	
Unit	Description	Text Book	Chapters
I	<u>I. CorelDraw</u> Logo Design Visiting Card Design Dangler Design Letter Head Design Designing 4 page Brochure	1	1
Instructional Hours			18
Suggested Learning Methods: Learning by Teaching			
II	<u>II. Photoshop</u> Poster Design Magazine Cover Page Design Greeting Card Design Banner Design Web Page Design	2	2
Instructional Hours			18
Suggested Learning Methods: Active Learning			
III	<u>2D Animation</u> Create shape and motion tweening in 2D animation. Animate an object using key frame. Create cat walk cycle with parallax of background. Animated Logo.	1	2
Instructional Hours			18

Suggested Learning Methods : Group Learning													
IV	2D Animation Creating animated walk cycle of a character Animate a 2d Cartoon Character using Bones Render a Frame using Maya on Interior Designing for any event Designing 3D buttons, Menus											3	3
	Instructional Hours											18	
	Suggested Learning Methods : Visual Learning												
	V	3D Animation Title Animation with effects Using 2d Software's Create 3D Titling to compose photorealistic Rendering. Create a frame by utilizing Render pass technique to minimize workload of system											2
Instructional Hours											18		
Suggested Learning Methods : Experientials Learning													
Total Hours											90		
Text Books		1.Peter Lundberg, Robert Ryberg, Kaj Johansson, A Guide to Graphic Print Production:2012											
Reference Books		1.Kaj Johansson, Peter Lundberg, Robert Ryberg, A Guide to Graphic Print Production:2011 2.Jasmine Katatikarn, Michael Tanzillo, Lighting for Animation The Art of Visual Storytelling:2016 3. Roger King, 3D Animation for the Raw Beginner Using Autodesk Maya :2019											
Web. URLs		https://youtu.be/qonbJHkxH8w?t=3											
Tools for Assessment (30 Marks)													
System Application	Designing Skill	Content	Test 1	Test 2	Observation Note Book	Total							
4	4	4	7	7	4	30							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	H	M	H	M	H	H	H	H	L	M	H
CO2	L	M	H	M	H	M	H	M	M	H	M	M	H
CO3	M	H	H	M	H	-	H	H	H	M	-	M	L
CO4	H	M	M	H	L	-	L	H	H	H	M	H	-
CO5	M	L	H	H	L	H	L	H	H	H	M	H	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Mr. Sanal Sudhakaran							Mr. R. Baiju Paul						

Extra Departmental Course Syllabus

Course Code	Title		
21U4VC3ED1	Extra Departmental Course I- Film Production Practical		
Semester: IV	Credits: 2	CIA : Nil	ESE : 50 marks

Course Objective

To impart the knowledge of appreciating a film as a media professional.

Course Outcomes

CO1	To Remember the elements of film.
CO2	To Understand the impact of culture and politics in Indian cinema.
CO3	To Apply the fundamental on film theories and concepts
CO4	To Analyze the knowledge on film language and film grammar.
CO5	To gain the basics knowledge of film an film industry.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 2

S. No	Film production Practical
List of Practical's	
I Pre Production (Story writing, Drafting, Scriptwriting, Development)	
II Production	
III Post production (Editing, Composting, Dubbing)	
Total Hours : 30	

TOOLS FOR ASSESSMENT (50 Marks)

Knowledge	Visual aesthetics	Concept	Technical Aspects	Script Book	Total
10	10	10	10	10	50

MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	-	M	H	M	H	H	L	M	L	M	M
CO2	L	M	-	M	H	M	H	H	M	M	M	M	M
CO3	H	H	H	M	H	-	H	L	H	-	M	M	H
CO4	H	M	M	H	L	-	M	L	L	-	M	H	L
CO5	M	L	H	H	L	-	H	M	M	-	M	H	H

(H-High, M-Medium, L-Low)

Course designed by	Verified by Chairman
Mr. Sanal Sudhakaran	R. Baiju Paul

Course Code	Title		
21U4VC3ED2	Extra Departmental Course II - Photography Practical		
Semester: IV	Credits: 2	CIA : Nil	ESE : 50 marks

Course Objective

To impart knowledge on principles of aesthetics and visual communication and integrate these principles creatively in still images and in new media storytelling.

Course Outcomes

CO1	To Evaluate the elements of camera accessories.
CO2	To Understand the adaptable knowledge about camera and its applications.
CO3	To Apply the primary working methods within different genres of photography in order to understand ethically acceptable images.
CO4	To Analyze the professional practices, communications, organizations and career opportunities in the field of professional photography.
CO5	To develop the photography creative ideas and techniques.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 2

S. No	Photography Practical
	List of Practical's
	List of Experiments
	1. Basics of lighting
	2. Flora and fauna Photography
	3. News Photography
	4. Landscape photography
	5. Sports Photography
	6. Architecture- Interior, Exterior
	7. News photography
	8. Product Photography
	Total Hours : 30

TOOLS FOR ASSESSMENT (50 Marks)

Composition	Creativity	Concept	Technical Aspects	Album	Total
10	10	10	10	10	50

MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	H	M	H	-	H	H	L	M	H
CO2	H	M	H	M	H	M	H	-	H	L	M	M	M
CO3	M	H	H	M	H	M	M	-	M	H	H	M	H
CO4	H	M	M	M	L	M	M	-	M	H	M	H	M
CO5	M	L	H	M	L	M	L	-	M	M	H	H	L

(H-High, M-Medium, L-Low)

Course designed by	Verified by Chairman
Mr. Sanal Sudhakaran	R. Baiju Paul

Course Code	Title	
21UVCSS01	Self Study Paper I - DTP	
Semester: II to V	Credits: 4	Max. Marks : 100Marks

Course Objective

To impart knowledge on desktop publishing software's, and to design and create effective publications such as announcements, fliers, advertisements, and reports with the help of text and graphics through use of software features.

Course Outcomes

CO1	To Understand desktop publishing software's.
CO2	To Apply skills on manipulating text and graphics through DTP software's.
CO3	To Analyze and create personal, business publications.
CO4	To Develop new trends in DTP.
CO5	To Remember basics of measurements in different types of print medias.

Offered by: Visual Communication

Course Content

Instructional Hours / Week: 2

Unit	Description	Text Book	Chapter
I	Introduction to DTP - Publication Design	1	1
II	Introduction to design -Introduction to typography - Integration of text and art - Graphic design and clip art	1	3
III	Corel Draw – Tools and Features - Working with Bitmap Image and Raster Image	1	2
IV	Photoshop – Tools and Features - Pagemaker – Tools and Features	1	4
V	Multi-page documents/Text tricks - Photography/captions/scanning - Newsletters - Brochures & Printing - Brochure production - Presentation of brochures	1	5

REFERENCE BOOKS

1. Kalpesh Patel, **Desktop Publishing Handbook** – Computer World Publication; 10th edition (2012)

Course Code	Title	
21UVCSS02	Self Study Paper II- Art Direction	
Semester: II to V	Credits: 4	Max. Marks : 100Marks

Course Objective

To impart knowledge of appropriate techniques and processes in a variety of visual media using various art tools.

Course Outcome:

CO1	To Understand perceptual skills in art.
CO2	To Apply conceptual skills by assimilating the elements and principles of design and applying creative and critical thinking to their work.
CO3	To Analyze proficiency of techniques, and an exploration of various media.
CO4	To Create modern and contemporary art through the integration of this study in the hands-on process of art making.
CO5	To Remember the painting and dressing types.


Offered by: Visual Communication

Course Content

Unit	Description	Text Book	Chapter
I	Intro and design terms Production Design - prototypes and Design Meeting - Color Theory	1	1
II	Script Breakdown – Story Boarding	1	3
III	Paint - Set Decoration - Set Construction - Strike & Flat Demo Set Construction	1	2
IV	Set Construction & Mudding Construction, Mudding & Paint Construction	1	4
V	Detail Paint & Dressing Detail - Painting & Dressing	1	5

REFERENCE BOOKS:

1. Nik Mahon , **Basics Advertising – Art Direction**, Second Edition . 2010


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